


COUNTY OF LOUDOUN
DEPARTMENT OF BUILDING AND DEVELOPMENT
MEMORANDUM

DATE: November 3, 2010

TO: Loudoun County Planning Commission

FROM: Amy Lohr, Planner, Zoning Administration 

SUBJECT: **November 10, 2010—Planning Commission Work Session**
ZOAM 2009-0003, Sign Regulations, and ZOAM 2010-0002, Off-Site
Directional Signs

Based on the October 13, 2010 work session with the Planning Commission and review of the draft text by the County Attorney's Office, a number of revisions have been made to the draft text. The revisions are listed in Attachment 1 and the draft text is included as Attachment 2. The following items were identified for additional Planning Commission review:

ZOAM 2009-0003, Sign Regulations:

1. *Revisions to Section 5-1202(A), Signs Prohibited [Attachment 2]*

The Planning Commission directed staff to develop language and related definitions to allow neon signs and electronic message signs to be requested with a Sign Development Plan (the new application type proposed to replace Comprehensive Sign Packages). Signs with these characteristics have been listed as prohibited in Section 5-1202(A), except as expressly permitted with the approval of a Sign Development Plan.

For neon signs, staff has revised Section 5-1202(A)(2) to read: **“Outlines any building or sign with exposed neon illumination or other permanent lights.** Outlines any building, sign, or part thereof with exposed neon illumination or other permanent lights, except as specifically permitted with the approval of a Sign Development Plan.” For electronic message signs, staff has added a new Section 5-1202(A)(6) to read: “Electronic message signs, except as specifically permitted with the approval of a Sign Development Plan.” See pages A10 and A11.

Related definitions are included in Article 8 under “Sign, Electronic Message” and “Sign, Outlined with Neon.” They read:

“Sign, Electronic Message: A sign on which the visual display is composed of a series of lights, panels, or other mechanisms that may be static, changing, or otherwise give the appearance of change of the display through electronic means.”

“Sign, Outlined with Neon: Any sign which uses neon, argon, or similar gas to illuminate transparent or translucent tubing or other material to emit light outlining all or a part of such sign.”

2. *Revisions to the Sign Requirements Matrix, Sign Categories (4)(c), (4)(l) and (4)(m), Hotels, Motels and Conference Centers [Attachment 2]*

The Planning Commission directed staff to reevaluate signs for hotel, motel and conference center uses, with the general idea that such signs should be separately listed in Table 5-1204(D). Therefore, proposed sign category (4)(c), which was entitled *Building ID/Tenant Signs - Office Buildings, Hotels, Motels and Conference Centers* is now *Building ID/Tenant Signs - Office Buildings*. See page A17.

The existing sign category for hotel entrance signs is no longer proposed to be deleted, and becomes sign category (4)(l) entitled *Hotel, Motel and Conference Center – (freestanding) Entrance Signs*. See page A21. Entrance signs continue to be permitted at one per vehicular entrance, but the maximum area of any one sign has been increased from 20 SF to 50 SF, and a total aggregate sign area of 100 SF has been added. The bonus multiplier has been removed and illumination changed to “Yes.” The minimum setback remains 10 FT and the type permitted remains freestanding. The maximum height has been changed from 15 FT to 10 FT, to be consistent with entrance and project identification sign heights in new categories (3)(a) and (3)(b).

The existing sign categories for building mounted signs are dependent upon the number of stories in the building. Staff proposes to eliminate these three categories and enact one category, new sign category (4)(m) entitled *Hotel, Motel and Conference Center*. The requirements are modeled after category (4)(c) for Building ID signs and provide 2 signs per façade, but no more than 4 total per building. The maximum area of any one sign is 1 SF per 100 SF of building façade per sign. Illumination is permitted and the signs are building mounted with a maximum height of the roofline. The additional requirements specify that signs must be located at the top floor of the building; otherwise the maximum area of the sign is 20 SF. This requirement is consistent with the existing requirements for hotels. See page A21.

For reference, the recommendations submitted by Jeff Nein regarding hotel signage are included as Attachment 3, page A44.

3. *Recommendations to the Board of Supervisors [Attachment 4]*

Staff has revised the set of recommendations to the Board of Supervisors concerning issues outside the direct purview of the ZOAMs. See page A45.

ZOAM 2010-0002, Off-Site Directional Signs:

Staff had originally expressed concern that recurring use of a school or other building for the weekly meetings of religious assembly uses may not be fully compliant with the Zoning Ordinance. The Planning Commission directed staff to fully explore the land uses associated with this zoning ordinance amendment. The Zoning Administrator has conferred with the County Attorney's Office and found that it is usual and customary for schools to permit their assembly spaces to be utilized by religious assembly uses in the community. This practice may continue, provided the religious assembly use remains subordinate to the principal use.

A sign category has been added under Table 5-1204(D)(7)(k), Miscellaneous Signs, to allow off-site directional signs for religious assembly uses located in leased facilities in Loudoun County without permanent signage. See page A26.

Requests for additional information were made by the Planning Commission at the October 6, 2010, public hearing. Staff offers the following in response to these requests:

Average Length of a Comprehensive Sign Plan (Commissioner Robinson):

Based on data from the Department of Planning, the average length of time a Comprehensive Sign Plan is under review is 11.5 months.

Additional Public Comment submitted since the October 13, 2010 work session is included as Attachment 5.

SUGGESTED MOTIONS

1. I move that the Planning Commission forward ZOAM 2009-0003, Sign Regulations, and ZOAM 2010-0002, Off-Site Directional Signs, as amended November 10, 2010, to the Board of Supervisors with a recommendation of approval.

Or,

2. I move an alternative motion.

ATTACHMENTS

Number	Description	Pages
1	List of Text Changes following 10/13/10 work session	A1—A2
2	Draft Text dated 11/10/10	A3—A43
3	Hotel Signage Recommendations from Jeff Nein	A44
4	Planning Commission Recommendations to the Board of Supervisors	A45
5	Public Comment submitted since 10/13/10 work session	A46—A50

ATTACHMENT 1

Text Changes following October 13, 2010 PC Work Session

1. 5-600. Clarify text and correct typographical errors.
2. 5-604(H), Change section reference to 5-1200.
3. 5-614. Clarify signs for small businesses.
4. 5-1201, Purpose. The sentence beginning with "Loudoun County recognizes..." was deleted. The sentence beginning with "Careful control of signage..." was moved to the second sentence of the paragraph. Other wording revised per County Attorney.
5. 5-1202(A), Signs Prohibited (1). Change "article" to "Section 5-1200."
6. 5-1202(A), Signs Prohibited (2). "Neon" was changed to "exposed neon illumination." Change "permitted" to "specifically permitted."
7. 5-1202(A), Signs Prohibited. New section (6) was added for electronic message signs. Change "permitted" to "specifically permitted."
8. 5-1202(B), Signs Permitted. The phrase "unless approved pursuant to a Sign Development Plan, as set forth in Section 5-1202(E)" was deleted. Other wording revised per County Attorney.
9. 5-1202(E), Alternative Sign Regulations. The phrase " , including additional sign categories not listed in Section 5-1204(D), Sign Requirements Matrix," was deleted. Other wording revised per County Attorney.
10. 5-1203(A), Sign Permits. Revised per County Attorney.
11. 5-1204(A), Sign Requirements Matrix Contents. Revised per County Attorney.
12. 5-1204(B), Ground Mounted Sign Bonus Multiplier. Revised per County Attorney.
13. Sign Requirements Matrix. New sign categories (3)(a) & (3)(b), change the type permitted from "ground mounted" to "freestanding."
14. Sign Requirements Matrix. New sign category (4)(a), delete PD-CC(CC) from district list. Add PD-CC(CC) to district list in new sign category (4)(b).
15. Sign Requirements Matrix. New sign category (4)(c), delete Hotel, Motel and Conference Center. See new sign category (4)(m).
16. Sign Requirements Matrix. New sign category (4)(c), added " / sign" to "1 SF/100 SF of Building Façade" under the Max. area of any one sign column.
17. Sign Requirements Matrix. New sign category (4)(e), change category title to remove "exterior" and change type permitted from "ground or building mounted" to "freestanding or building mounted."
18. Sign Requirements Matrix. New sign category (4)(f), change category title to remove "exterior" and change type permitted from "ground mounted" to "freestanding."
19. Sign Requirements Matrix. New sign category (4)(f), add PD-CC(CC) to list of districts.
20. Sign Requirements Matrix. Restore Hotel, Motel and Conference Center (freestanding) Entrance Sign category—now sign category (4)(l).

AI

21. Sign Requirements Matrix. Add new sign category (4)(m) for Hotel, Motel and Conference Center.
22. Sign Requirements Matrix. Re-lettered new categories "Window or Display Sign (Business)" and "Sidewalk Sign."
23. Sign Requirements Matrix. New category (7)(h), change the sign category from "ornamental lamp post signs in PD-CC, PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB" to "Banner signs in PD-CC, PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUB."
24. Sign Requirements Matrix. Revise New category (7)(k), Directional Signs, Off-Site to be consistent with Planning Commission recommendation. Staff added "within Loudoun County" to clarify that the leased space must be located in the County.
25. Sign Requirements Matrix. Revised general notes 1 and 5 per County Attorney.
26. Sign Requirements Matrix. Revised general note 3 consistent with Planning Commission recommendation.
27. Sign Requirements Matrix. Grammatical, formatting, and consistency revisions recommended by County Attorney.
28. Article 8. Deleted "Artistic Works" and "Sign, Artistic Works/Wall Murals."
29. Article 8. Added "Sign, Electronic Message."
30. Article 8. Added "Sign, Ground Mounted: See Figure 1, Section 5-1200."
31. Article 8. Amended "Sign, Background Structure", "Sign, Directional, Off-Site", "Sign, Directional, On-site", "Sign, Height", "Sign, Historical Marker", and "Sign, Home Occupation", "Sign, Illuminated", "Sign, Quasi-public", "Sign, Temporary Construction", and "Sign, Window or Display (Business) per County Attorney.
32. Article 8. Added "Sign, Outlined with Neon."
33. Article 8. In definition of "Sign, Project Identification" removed "ground mounted" and revised the word "includes" to "identifies."
34. Revised the "Recommendations to the Board of Supervisors" attachment.

Section 5-500

Temporary Uses/Zoning Permits. These uses are permitted in all zoning districts, subject to the following.

(A) Construction Related Temporary Uses.

- (1) Construction and Sales Trailers.** Temporary buildings, including but not limited to, construction and sales trailers, and storage of materials are permitted in conjunction with the construction of a building, buildings, subdivision, infrastructure, or development when limited to the duration of the construction. Temporary buildings may be erected after preliminary subdivision plat or site plan approval so long as zoning requirements are met for the lot on which the temporary buildings are placed and appropriate building permits have been obtained. Such temporary buildings shall be removed as a condition of final bond release.
- (2) Temporary Dwelling unit in conjunction with construction of a dwelling.** The erection and occupancy of a temporary dwelling for up to twelve (12) months, which may be extended by the Zoning Administrator in 6 month increments, is permitted during the construction of a dwelling on the same lot subject to obtaining a zoning permit, to be issued concurrently with or after the issuance of the building permit.
- (3) Sales and leasing.** Residential and non-residential sales and leasing are permitted as a temporary use in a dwelling, a model home, or temporary building located in the same subdivision or development where the dwellings or non-residential buildings are to be located and offered for sale or lease. The sales use is permitted until the issuance of the last occupancy permit within the subdivision or development.
- (4) Model Homes.** Single family detached model homes are permitted in all districts where residential uses are allowed. Single family detached model homes may be constructed prior to record plat approval so long as zoning requirements are met for the lot on which the home is constructed and appropriate building permits have been obtained. If a model home has been constructed prior to record plat approval, it shall be depicted on the record plat. Single family attached model homes, multi-family model units, and model home courts are permitted subject to first obtaining record plat or site plan approval. In addition, if any model home incorporates features that are atypical to the ultimate residential use of the home, such as, but not limited to, utilization of the garage for a sales office without the provision of adequate on-site parking, or provision of a centralized parking area for a model court, then the use is also subject to review and approval through a site plan amendment process. Alternatively, the model unit or model court may be incorporated in the construction plans and profiles of the applicable development

subdivision or site plan. The County may require a bond as appropriate to ensure that the atypical features including temporary parking lots will be removed or brought into conformance prior to conversion of the unit for residential occupancy. Notwithstanding, nothing herein shall be construed so as to require a garage in a model home to be utilized for parking, if the unit or lot otherwise meets the parking requirements of this ordinance. A model home shall obtain an occupancy permit prior to residential occupancy.

- (B) **Temporary Sales.** Temporary sales of produce, Christmas trees, fireworks, and other seasonal goods, may be permitted on application for a temporary zoning permit to the Zoning Administrator. Such permit may impose conditions necessary to alleviate any adverse impacts such as provisions for adequate parking, traffic safety, fire safety, hours of operation, provision for sewage disposal, and other health and safety concerns the Zoning Administrator may deem necessary, and the posting of a bond to ensure timely removal of structures and materials and restoration of the area. A temporary zoning permit for temporary sales shall be valid for a period not to exceed 45 days, unless extended, and shall require that all structures and materials be removed within such time period. At a minimum:

- (1) Structures for temporary sales shall not exceed 400 square feet in floor area nor be closer than 35 feet to a right of way or prescriptive easement of a road.
- (2) Entrances and exits to roads shall be clearly delineated.
- (3) Entrances and exits shall be so located as to provide safe ingress and egress from roads and shall be channeled to prevent unrestricted access to and from the premises.

~~(4) No more than two (2) signs consistent with Section 5-1203(S) of this Ordinance shall be permitted.~~

- (C) **Special Events.** Special events may be permitted on application for a temporary zoning permit to the Zoning Administrator, subject to this subsection's standards and requirements.

- (1) **Exemption for Special Events Approved as Part of a Special Exception Use.** Special events that are expressly approved as part of a special exception use are exempt from this subsection's requirements for a temporary zoning permit. If specific facilities or areas will be constructed or used to host the proposed special events, they shall be shown on the site plan required for the special exception use. Such special events shall comply with any applicable conditions stated in the special exception approval, and all other applicable provisions in the Zoning Ordinance, and the Loudoun County Code.

Additional Regulations for Specific Uses. The following additional regulations apply to specific uses as set forth below. These [regulations](#) are intended to serve as the minimum standards for these uses, and are not intended to be in substitution for other provisions of this ordinance that may apply, or for additional conditions that may be imposed in connection with special exception or rezoning approvals. Unless otherwise specified, the following additional regulations may be modified by Minor Special Exception in accordance with the provisions of Section 6-1300. Modifications may be approved by the Board of Supervisors upon a finding that such modification to the regulations will achieve an innovative design, improve upon the existing regulations, preserve the County's historic or archeological heritage, or otherwise exceed the public purpose of the existing regulation. No modification shall be granted to any of the underlying zoning district regulations.

5-601

Bed and Breakfast and Rural Guest Establishments. These establishments may be located in accord with the lists of permitted and special exception uses for the individual zoning districts subject to the following criteria:

(A) **Bed and Breakfast.**

- (1) The owner or manager shall provide full-time management of the establishment at all times when the facility is occupied by guests
- (2) The establishment shall not contain restaurant facilities but may provide food service for overnight or other transient guests only.
- (3) Weddings, receptions, private parties, meetings and similar activities may be held at the Bed and Breakfast with the maximum number of attendees based on the maximum sleeping capacity of the facility. The hosting of the aforementioned gatherings in excess of the sleeping capacity of the facility may be held up to ten times per calendar year. A minimum of 14 days shall lapse between such gatherings. Written notice shall be provided 30 days in advance of the gathering to the Zoning Administrator. Such notice shall be accompanied by proof of any necessary approvals from County agencies, such as the Health Department and the Fire Department. Additional gatherings may be held in accordance with Section 5-642, Banquet/Event Facility, with the approval of a Minor Special Exception.
- (4) For any establishment that is not located on a state maintained road, a copy of the deed establishing the ingress/egress easement shall be provided to the Zoning Administrator. The deed shall demonstrate that the easement may be used to support the establishment.
- (5) Entrances and exits from the state-maintained road shall provide safe ingress and egress from roads, and shall be channeled to prevent unrestricted access to and from the premises.
- (6) **Intensity/Character.**

- (C) **Exterior Lighting Standards.** All exterior lighting shall comply with the standards of Section 5-652(A) (Exterior Lighting Standards).
- (D) **Parking.**
 - (1) **General.** Parking and loading shall be provided as required by Section 5-1102.
 - (2) **Surface.** All parking areas serving the use shall use a dust-free surfacing material as provided in the Facilities Standards Manual.
- (E) **Landscaping/Buffering/Screening.**
 - (1) The use shall comply with the landscaping and screening standards of Section 5-653(A).
 - (2) Parking areas shall be screened to comply with the requirements of Section 5-653(B).

5-603

Farm Markets. Farm Markets may be located in accord with the lists of permitted and special exception uses for the individual zoning districts, subject to the following additional provisions:

- (A) A minimum of 25% of the gross sales receipts must be derived directly from agricultural products produced on site or other property owned by the operator. An annual report verifying the portion of sales derived from products produced on site shall be submitted on request to the Zoning Administrator.
- (B) Farm markets shall be located on a hard surfaced Class I or Class II road having a minimum paved width of eighteen (18) feet. The entrance to the farm market shall have safe sight distance and may be required to have right and left turn lanes.
- (C) Sales area for accessory products shall be limited to ten (10) percent of the total area devoted to sales. The calculation of total sales area shall include areas devoted to the display of items for sale.
- (D) Permitted accessory products include pottery, baskets, garden accessories, baked goods, floral supplies and other items directly related to the culture, care, use of, or processing of a principal use. Products not related to the principal permitted use such as lawn mowers and tractors shall not be allowed.

5-604

Wayside Stands. Wayside stands are subject to the following provisions:

- (A) Wayside stands are for retail sales provided the principal sales items sold are farm and garden products produced principally on-site. The term "on-site" shall be defined as all locations (separate parcels) used by the owner or tenant for farming (agriculture, horticulture or animal husbandry).

- (B) Permanent retail sales areas within structures shall not exceed, in the aggregate, ten thousand (10,000) square feet in floor area or a Floor Area Ratio of 0.02, whichever is greater.
- (C) Wayside stands may be located in farm structures existing prior to January 7, 2003. The sales area in an existing farm structure shall have no limitation and may be used as a sales area subsequent to compliance with the Uniform Statewide Building Code.
- (D) Sales areas for accessory products shall be limited to 25% of the gross sales area.
- (E) Accessory products include those products related to the care and culture of products produced on the farm, such as pottery, baskets, and garden accessories.
- (F) Entrances and exits to the wayside stand from public roadways shall provide safe ingress and egress from roads, and shall be channeled to prevent unrestricted vehicular access to and from the premises.
- (G) The sale of seasonal produce harvested on the farm may occur throughout the area of actual production.
- (H) Signs for wayside stands shall be ~~may~~ erected ~~signs~~ in compliance with Section 5-12005-1203(L).

5-605

Commercial Nurseries. The following minimum requirements shall apply to all retail sales associated with production nurseries and commercial nurseries:

- (A) In calculating the percentage of plants grown on-site, plants must be cultivated at the subject nursery facility for at least one (1) full season of new growth for that plant.
- (B) Plant production may be certified by the County Extension Agent, if requested by the Zoning Administrator.
- (C) Plants brought to the subject nursery for immediate resale are included in calculations for non-site produced plants and accessory products.
- (D) Accessory products include those related to the culture and care of plant sold such as pottery, baskets, garden accessories, baked goods, and floral supplies. The sale of bulk products shall be permitted subject to screening requirements for outdoor storage in Section 5-1414(A). Propane, firewood lawn and garden tractors, or machine or other equipment sales are not accessory products.
- (E) The sales area for accessory products shall be limited to twenty five percent (25%) of the gross sales area.

5-606

Kennels/Indoor Kennels. Nothing herein shall relieve a kennel from complying with the provisions of Section 808 of the Codified Ordinances of

- (B) Guest houses may not be rented, operated for gain, or otherwise used as a separate dwelling.
- (C) The floor area of any guest house shall not exceed the lesser of (i) 70% of the gross floor area of the principal structure and a footprint not more than 70% of the principal structure or (ii) 2,500 square feet of gross floor area.

5-613

Accessory Apartments and Dwelling Units. Accessory units are subject to the following additional standards:

- (A) No such accessory apartment or dwelling unit shall exceed the lesser of (i) 70% of the gross floor area of the principal structure and a footprint not more than 70% of the principal structure or (ii) 2,500 square feet in gross floor area.
- (B) Accessory apartments and dwelling units shall be permitted only on lots exceeding 20,000 square feet in area. Such lot size restrictions shall not apply in Rural Villages, Rural Hamlets and Countryside Villages. Further, in R-4 and R-8 zoning districts, accessory apartments and dwelling units shall be permitted on cluster or traditional design option lots, on lots less than 10,000 square feet in area.
- (C) In districts other than A-10, AR-1, AR-2, A-3, PD-RV and PD-CV, accessory apartments and dwelling units shall be located only on lots served by public sewer.
- (D) Only one (1) accessory dwelling unit or apartment shall be permitted on a lot. One additional accessory apartment or dwelling unit is permitted on a parcel with an area of 20 acres or more.
- (E) Accessory units may be located within an accessory building, agricultural structure, or in the principal structure.
- (F) All of the use limitations of Section 5-102 shall be met.
- (G) In the AR-1 and AR-2 Districts, one additional accessory dwelling shall be permitted for each 25 acres in excess of 20 acres. Additional dwellings may be permitted by special exception for seasonal labor.

5-614

Small Businesses.

(A) **Purpose and Intent.**

- (1) **General.** The purpose of this section is to allow residents in the AR-1, AR-2, A-3, A-10, TR, CR, JLMA, PD-RV and PD-CV districts to locate and operate small-scale service and contracting businesses or lease such businesses, which preserve the rural and historic character of the districts and agriculture as an industry. It is the general intent of this Ordinance that commercial uses locate in and around existing urban areas that have adequate roads, public facilities and utilities. However, some small businesses

- (2) **Special Exceptions.** Special exceptions may contain a condition for a site plan, in lieu of a sketch plan as defined herein, when the Board of Supervisors finds such a condition is necessary to mitigate potential off-site impacts of the proposed use.
- (G) **Signs.** Signs for permitted and special exception small businesses approved under Section 5-614 are subject to the regulations contained in Section 5-1200 of this Ordinance for Businesses. ~~“Business in AR-1, AR-2, A-3, A-10, CR, TR, JLMA and PD-CV Districts.”~~
- (H) **Applicability of District Regulations to Small Business Uses.**
- (1) The AR-1, AR-2, A-3, A-10, TR, CR, JLMA and PD-CV district regulations and the general regulations which are consistent with these provisions shall apply to small business uses located in those districts.
- (2) To the extent permitted by other provisions of the Loudoun County Zoning Ordinance, any use accessory and subordinate to a principal agricultural use shall not be affected by Section 5-614. In addition, nothing herein shall affect any legal nonconforming use as provided for in Article I.
- (I) **Parking.**
- (1) **General.** Parking shall be provided in accordance with Section 5-1102 when employees and customers are to be on the premises.
- (2) **Buffering/Screening.** Parking areas shall be screened to comply with the requirements of Section 5-653(B).
- (3) **Location.** No parking shall be permitted in a required yard or setback.
- (J) **Exterior Lighting Standards.** All exterior lighting shall comply with the standards of Section 5-652(A) (Exterior Lighting Standards).
- (K) **Noise Standards.** The use shall comply with the noise standards of Section 5-652(B) (Noise Standards).

5-615

Farm Machinery Sales and Service.

- (A) The establishment shall be located on a paved, state-maintained road not more than 1,000 feet from a primary state road.
- (B) The structures, storage, and parking areas and/or the perimeter of the property shall have a Type Three (3) Buffer Yard to screen such areas from adjacent residential buildings.
- (C) Buildings shall be set back a minimum of 75 feet from all property lines.

Division C: Sign Regulations

Section 5-1200

Sign Regulations.

5-1201

Purpose. The visual environment has an effect on, and is an important element of, safeguarding life, health, and property, and preserving the natural beauty, historic and cultural attributes, unique character, and attractiveness of communities. Careful control of signs can protect the general welfare, safety of individuals, and property values, support economic vitality and viability, and enhance Loudoun's communities overall. The intent of this section, therefore, is to establish well-designed signage that contributes in positive ways to Loudoun County's visual environment while expressing local character and helping to develop a distinctive image of the County. It is determined that ~~The primary purposes of signage regulations are~~ (1) to help people find a location what they need without difficulty or confusion, and (2) to clearly identify places of business and communities without adverse impact on the visual character of an area. Signs shall be considered accessory components of an overall composition of architectural elements, not as dominant architectural elements by themselves. Signs shall be subordinate to the structures and land use functions that they reference. Thus, while not restricting the freedom of expression, regulations are hereby established for controlling the number, design, and location of signs, for treating similar types of signs consistently, and for preventing an overload of graphic messages or displays in the environment of Loudoun County. Signs are subordinate to the structures and land use functions they reference. Signs are to be considered accessory components of an overall composition of architectural elements, not as freestanding or dominant architectural elements by themselves. This Section establishes standards for the location, design, construction, installation, erection, display, and safety, and maintenance of signs, which are intended to convey graphic messages; encourage the general attractiveness, historic quality, and unique character of Loudoun County, and protect property values therein. More specifically, while not restricting freedom of expression, regulations are hereby established to: (1) Ensure the compatibility of signs with land uses, (2) Promote orderly, attractive, and effective signage, (3) Establish the type, number, physical dimensions, design, and location of signs, (4) Treat similar types of signs consistently, and (5) Minimize competing demands for visual attention to graphic messages or displays by preventing and reducing visual clutter.

5-1202

General Provisions.

- (A) **Signs Prohibited.** Signs with any of the following characteristics are prohibited:
- (1) **Other than on property or structure to which it directs attention.** Is located anywhere other than on the property or structure to which it directs attention or to which it is appurtenant, except (a) any sign erected or maintained by or under the supervision of county or other governmental authority or the Virginia Department of Transportation, and (b) any other off-site sign which is specifically provided for in this articleSection 5-1200.

- (2) **Outlines any building or sign with exposed neon illumination or other permanent lights.** Outlines any building, sign, or part thereof with exposed neon illumination or other permanent lights, except as specifically permitted with the approval of a Sign Development Plan.
- (3) **On trees, fences, public utility pole, etc.** Is fastened, placed, painted, pasted or attached in any way to, in or upon any tree, fence, public utility pole, rock, curbstone, sidewalk, lamp post, hydrant, bridge, highway marker, or another sign, except as otherwise permitted in Section 5-1204(D), Sign Requirements Matrix, or except ~~such~~ as may be (a) required by law, (b) so placed by a duly authorized governmental agency, (c) so placed not as an advertisement, but as a warning against hunting, fishing or trespassing, ~~(d) not visible from any public road,~~ (de) a farm sign, and ~~(ef)~~ a residential name sign.
- (4) Illuminated signs which reflect or cast glare, directly or indirectly, on any public roadway or adjacent property.
- ~~(5)~~ Balloons, banners, pennants, or inflated devices ~~with the intent to draw attention to a place of business,~~ unless otherwise permitted as a "Temporary Sign", in Section 5-1204(D), ~~The~~ Sign Requirements Matrix.
- ~~(5)(6)~~ Electronic message signs, except as specifically permitted with the approval of a Sign Development Plan.
- (B) **Signs Permitted.** Only signs as listed under "Sign Category" or otherwise provided for in Section 5-1204(D), Signs Requirements Matrix, shall be permitted, and ~~these~~ such signs shall be subject to such regulations as are specifically set forth ~~infor~~ for each ~~each~~ category and to all other regulations in this ordinance. No other signs shall be permitted.
- (C) **Nonconforming Signs and Removal.** Any sign lawfully in existence at the time of the effective date of this ordinance may be maintained although it does not conform with the provisions of this ordinance, except that any such nonconforming sign, which was required to be removed under the prior ordinance, shall be removed.
- (D) **Traffic Hazards.** No sign shall be located or illuminated in such a manner as, in the opinion of the Zoning Administrator, to cause a traffic hazard. ~~Where a permit is required, the permit shall not be issued until the location and illumination, if any, of the sign are approved by the Zoning Administrator.~~
- (E) **Alternative Modification to Sign Regulations - Sign Development Plan.** Alternative sign regulations for permitted signs may be requested with the submission of a Sign Development Plan. Requests for approval of Sign Development Plans shall be made in accordance with the procedures for a Special Exception application as set forth in Section 6-

1300. In addition, an application for a Sign Development Plan shall include the following materials.~~Requests for modifications of the sign regulations may be done in accordance with the regulations set forth below:~~

- (1) ~~Modifications to Sign Regulations for Planned Development (PD) Districts Only.~~ Modifications to the sign regulations may be made in accordance with Section 6-1504 during a rezoning to Planned Development (PD) Districts. Any modifications to the sign regulations, subsequent to a rezoning to PD Districts may be done in accordance with Section 6-1511(B).
- (2) ~~Modification to Sign Regulations for Unified Non-Residential Developments.~~ Modifications to the sign regulations for Unified Non-Residential Developments may be done concurrently as part of a zoning map amendment application in accord with Section 6-1200 or at any time other than as part of a zoning map amendment with Minor Special Exception approval by the BOS in accord with the provision of Section 6-1300 applicable to Minor Special Exceptions.

~~Each use in a unified non-residential development may have an individual sign of any size sign area, and any number of signs so long as the total aggregate sign area for each such use does not exceed that permitted in Section 5-1204(D) of the ordinance for the particular use. However, if no total aggregate sign area is specified in Section 5-1204(D) for a particular use located in a unified non-residential development or, if the total aggregate sign area is measured as a function of total linear feet of frontage, then such use cannot be included in a comprehensive sign plan for a unified non-residential development.~~

- (3)(1) A statement of justification, addressing whether and how each sign proposed by the Sign Development Plan would~~Submission Requirements.~~ A request for sign modifications shall include the submission of a Comprehensive Sign Package that clearly addresses how the proposed requirements satisfy the public purpose to an equivalent degree. The Comprehensive Sign Package shall include, as a minimum, the following:

- (a) Assist motorists, bicyclists and/or pedestrians in finding a location without difficulty or confusion~~A statement of justification;~~
- (b) Clearly identify places of business or communities, while avoiding unnecessary redundancy;
- (c) Demonstrate compatibility with, and be subordinate to, the structures and land uses referenced by the sign;
- (d) Address impacts to the night sky;

- (e) Incorporate energy efficient measures, where possible; and
- (f) Provide a sufficient number of graphic messages or displays without creating competing demands for visual attention.
- (a) In considering a Sign Development Plan, each of the above listed factors, (a) through (f), shall be given reasonable consideration:
- (b)(2) A comparison chart of the proposed sign regulations in relation to the ordinance regulations;
- (c)(3) Each of the various sign types proposed, including directional and informational signs, if any, to include the design, materials, colors, and illumination, to be used to achieve a complementary system of signs and graphics; and
- (d)(4) A sign mapplan, depicting the location of each of the various proposed sign types.

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Administration and Enforcement.

- (A) **Sign Permits.** No sign, with the exception of "Government Signs/Official Notices", "Historical Markers", "Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs", "No Hunting, No Fishing, or No Trespassing Signs", and "Residential Name Signs", "Window or Display (Non-Business) Signs", and "De Minimis Signs", shall be erected without first obtaining a sign permit from the Zoning Administrator. No such permit shall be issued unless a fee, if required, and as set by the Board of Supervisors, is paid and unless the proposed sign conforms to with the requirements of this ordinance.
- (B) **Removal of Signs.** Whenever a sign becomes structurally unsafe or endangers the safety of a structure or premise or the public, or is erected or maintained in violation of this ordinance, the Zoning Administrator shall order such sign to be made safe or comply with the ordinance, as the case may be, or be removed. Only one such order shall be sent by registered mail, return receipt requested, to the owner of the land on which the sign is located and the violator who is responsible for the sign. Within five working days of the receipt or refusal of the order, the owner or violator must correct the sign based on the Zoning Administrator's order. The Zoning Administrator may grant one extension, not to exceed ten (10) working days, based on written justification for the need of an extension. Failure to comply shall constitute grounds for the Zoning Administrator to issue a civil summons pursuant to Section 6-504 and to take other appropriate actions to have the sign removed.

Sign Requirements.

- (A) **Sign Requirements Matrix Contents.** Signs shall be permitted in accordance with the Sign Requirements Matrix set forth in Section 5-1204(D) which governs the following: 1) ~~maximum~~total aggregate sign area; 2) maximum number of signs; 3) maximum area of any one sign (with special provisions for ground mounted signs and ground mounted background structures); 4) illumination permitted; 5) minimum setback from road right-of-way; 6) maximum height; 7) sign type permitted: ~~freestanding (to include ground-mounted and pole-mounted) or building mounted~~; and 8) other additional requirements.
- (B) **Ground Mounted Sign Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of a ground mounted sign. This provision is not intended to allow an increase in the total aggregate sign area permitted by the Matrix.
- (C) **Ground Mounted Sign Background Structure Bonus Multiplier.** The Sign Requirements Matrix provides for the use of a bonus multiplier, for certain uses, allowing an increase in the maximum area of the background structure of a ground mounted sign.
- (D) **Sign Requirements Matrix.** See table 5-1204(D) below.

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	-Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(1) RESIDENTIAL/AGRICULTURE SIGNS													
(a) PD-H and PD-AAAR Entrance Signs		2 / vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One sided only. Signs shall contain no advertising. Minimum 1000 FT between signs on same side of road or at intersection. Signs shall contain no advertising.
(b) PD-H – Community Directional Signs - On-site or Off-site (within boundaries of approved PD-H district)	20 SF		20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Minimum 1000 FT between signs on same side of road or at intersection. Signs shall contain no advertising.
(c) Non PD-H Residential Communities – Entrance Signs		1 / vehicular entrance	40 SF			2	80 SF	5 FT	None	10 FT	Ground Mounted	5 FT	One sided only. Signs shall contain no advertising.
(d) HOA Activity Signs	20 SF	1 / development of 2500 or fewer dwellings. 2 / developments of over 2500 dwellings	20 SF						Backlight or White Light	5 FT	Ground Mounted	8 FT	Signs shall be separated by a minimum half-mile radius. Signs shall contain no advertising.
(e) Farm Signs	40 SF	2 / Farm	20 SF						None	5 FT 0 FT	Freestanding As Permitted in Section 5- 1202(A)(3)	8 FT	
(f) Wayside Stands, Including Christmas Tree Sales, Vineyards, Wineries		6, includes up to 3 on-site signs and up to 4 off- site directional signs	12 SF on- site 4 SF off-site One on-site sign at 20 SF if setback ≥ 40 FT from the fronting ROW						None	5 FT	Freestanding Building Mounted	8 FT	Displayed when agricultural produce and livestock are available for sale on farm involved and shall be removed within 48 hours after sale is concluded. Off-site signs shall require written permission of the owner of the land on which it is displayed.

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(g) Home Occupation	2 SF	1 / lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	Signs may indicate more than one business.
(h) Childcare Home	2 SF	1 / lot	2 SF						None	5 FT	Freestanding Building Mounted	4 FT 8 FT	
(i) Residential Name Signs		1 / vehicular access, 2 for each dwelling lot or property	2 SF						None	None	Freestanding Building Mounted As Permitted in Section 5- 1202(A)(3)	4 FT 8 FT	Signs shall contain no advertising.
(2) PUBLIC/QUASI-PUBLIC SIGNS													
(a) Public or Quasi-Public Facility	6 SF	1 / use	6 SF	1.5	9 SF	2	18 SF	4 FT	None	10 FT	Freestanding	4 FT	Must be located within 100 FT from use or structure it identifies. Signs shall contain no advertising.
(b) School, Hospital, College, Library, and Publicly Owned Community Center	20 SF	1 / use	20 SF	1.5	30 SF	2	60 SF	4 FT	Backlight or White Light	10 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(c) Hospital		1 / vehicular entrance 1 / public entrance to building: 1 building ID sign	50 SF 50 SF						Backlight or White Light	10 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(d) Places of Worship	20 SF	2	10 SF			1.5	15 SF	8 FT	Backlight	5 FT	Freestanding Building Mounted	8 FT Roofline	Signs shall contain no advertising.
(e) Church Bulletin Board	15 SF		15 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	8 FT	

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Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	-Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(3) COMMERCIAL ENTRANCE/PROJECT IDENTIFICATION SIGNS IN THE PD, CLI, GB and MR-HI DISTRICTS													
(a) Entrance Signs													
Project ≤ 10 acres			50 SF										
Project > 10 acres; Project ≤ 40 acres		1 / vehicular entrance	60 SF						Yes	10 FT	Freestanding	10 FT	
Project > 40 acres			75 SF										
(b) Project Identification Signs													
Project < 20 acres		1 / project	25 SF						Yes	10 FT	Freestanding	10 FT	
Project ≥ 20 acres		2 / project	25 SF										
(43) SIGNS FOR COMMERCIAL, OFFICE, AND INDUSTRIAL USES SIGNS													
(a) Tenant Signs for Businesses in CLI, GB, PD- CC(NC), PD-OP, PD-RDP, PD-CV, PD-RV, and PD- AAAR	1 SF / LF of Tenant's Building Frontage	2 / Façade; provided that each Tenant shall have no more than 4 signs total	60 SF						Yes		Building Mounted	Roofline	Sign types on building façades may include any combination of Building Mounted Signs and Awning and Canopy Signs. If 2 signs are proposed on a single façade, 1 such sign shall be no more than 10 SF.
(b) Tenant Signs for Businesses in PD-CC(CC), PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC, and PD-MUB	2 SF / LF of Tenant's Building Frontage	2 / Façade; provided that each Tenant shall have no more than 4 signs total	200 SF						Yes		Building Mounted	Roofline	Sign types on building façades may include any combination of Building Mounted Signs and Awning and Canopy Signs.
(c) Building ID/Tenant Signs - Office Buildings		2 / Façade; provided that each building shall have no more than 4 signs total	1 SF / 100 SF of Building Façade / Sign						Yes		Building Mounted	Roofline	Signs shall be located at the top floor of the building. Name and message may differ.

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(d) Ground Floor Tenants in Office Buildings		1 / Tenant	20 SF						Yes		Building Mounted	Mount Below 2 nd Floor Window s	Maximum height of letters is 24 inches.
(e) Directory Sign - Office Buildings		1 / Building Entrance	15 SF						Yes		Freestanding Building Mounted	6 FT 6 FT	
(f) Directory Sign in PD- CC(CC), PD-CC(SC), PD- CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC, and PD-MUB		2 / Development	25 SF						Yes		Freestanding	7 FT	
(g) Flex/Industrial/ Warehouse Buildings and Signs for Businesses in MR- HI, PD-IP, and PD-GI	½ SF / LF of Building Frontage	1 / Tenant	100 SF						Yes		Building Mounted	Roofline	
(a) (PD-CC(NC)) Planned Development Neighborhood Center—Entrance Signs	30-SF	1/vehicular entrance, no more than 2 signs	20-SF	1.5	30-SF	1.5	45-SF	8-FT	Backlight or White Light	10-FT	Freestanding	15-FT	
(b) (PD-CC(NC)) Planned Development Neighborhood Center—Tenant Signs	2-SF/ linear feet of building frontage	1/facade, no more than 3 signs	60-SF						Backlight or White Light		Building Mounted	Roofline	
(c) (PD-CC(CC)) Planned Development Community Center—Entrance Signs and Entrance Signs for Commercial Developments in PD-TC, PD-TT, PD-UC, PD-TRC, PD-TREC, PD- MUB, PD-RV and PD-CV Districts	60-SF	1/vehicular entrance, no more than 3 signs	20-SF	1.5	30-SF	1.5	45-SF	8-FT	Backlight or White Light	10-FT	Freestanding	15-FT	

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(d) (PD-CC(CC)) Planned Development Community Center - Tenant Signs and Tenant Signs for Business in PD-TC, PD-TT, PD-UC, PD- TREC PD-TRC, PD-MUB, PD-RV, PD-CV Districts	2 SF/ linear foot of building frontage, not to exceed 60 SF	1/facade, no more than 3 signs	60 SF						Backlight or White Light		Building Mounted	Roofline	
(e) (PD-CC (SC) & (RC)) Planned Development Small Regional Center and Regional Center - Entrance Signs		1/vehicular entrance	60 SF	1.25 2 (for centers over 1 million SF)	75 SF 120 SF	1.33 1.33	100 SF 160 SF	15 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(f) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center - Tenant Signs (Freestanding Building with up to 4000 SF floor area)	60 SF	1/facade, no more than 3 signs	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	
(g) (PD-CC(SC)&(RC)) Planned Development Small Regional Center and Regional Center - Tenant Signs (Freestanding Building with over 4000 SF floor area)	120 SF	1/facade, no more than 3 signs	20 SF freestanding 60 SF building mounted	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	
(h) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center - Tenant Signs (In Line Structure with up to 4000 SF floor area)	60 SF	1/public entrance of building	30 SF						Backlight		Building Mounted	Roofline	
(i) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center - Tenant Signs (In Line Structure with 4001 - 15000 SF floor area)	100 SF	1/public entrance of building	60 SF						Backlight		Building Mounted	Roofline	

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(j) (PD-CC(SC) & (RC)) Planned Development Small Regional Center and Regional Center—Tenant (In Line Structure with over 15000 SF floor area)	200 SF	1/public entrance of building	60 SF						Backlight		Building Mounted	Roofline	
(k) PD-OP and PD-RDP Development Entrance Signs		2/vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One-sided only; signs shall contain no advertising.
(l) Office—Freestanding Building Entrance Sign	60 SF	1/vehicular entrance	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding	8 FT	
(m) Office—Building ID Sign (1-3 Stories)	160 SF	1/facade	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(n) Office—Building ID Sign (4-5 Stories)	200 SF	1/facade	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(o) Office—Building ID Sign (6+ Stories)	240 SF	1/facade	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at the top floor of building, otherwise max. area of sign is 20 SF. Name and message of signs on each facade must be the same.
(p) Office—Related Commercial (Ground Floor)	2SF per linear foot of building frontage (counts against overall building ID sign)	1/tenant	20 SF						Backlight		Building Mounted		Located over entrance of business it identifies. Max ht. of letters: 24 inches
(q) Office—Directories													May not be visible from outside the building.

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(hf) Auto Service Station (including convenience store, car wash & repair)	10060 SF	6	3020 SF	1.5	30 SF	1.5	45 SF	8 FT	Yes Backlight	5 FT	Freestanding Building Mounted	15 FT Pole Mounted 8 FT Ground Mounted Roofline	Total permitted sign area excludes federally mandated gasoline price posting.
(is) Auto Dealer	20-120 SF (see additional requirements column)	6	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight	10 FT	Freestanding Building Mounted	15 FT Roofline	Base sign 20 SF Used car 20 SF Each new car dealership = 20 SF
(jt) Bed & Breakfast Inn and Homestay	4 SF	2	4 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	6 FT Roofline	
(kw) Country Inn, Guest Farm or Ranch, Rural Retreat, Rural Resort, and Rural Agricultural Corporate Retreat	10 SF	2	10 SF						Backlight or White Light	None	Freestanding Building Mounted in Historic District Only	6 FT	
(v) Child Care Center	20 SF	2	10 SF			1.5	45 SF	6 FT	Backlight, None in Residential Districts	5 FT	Freestanding Building Mounted	8 FT Roofline	
(lw) Hotel, Motel and Conference Center – (freestanding) Entrance Signs	100 SF	1 / vehicular entrance	2050 SF	1.5	30 SF	1.5	45 SF	8 FT	Yes Backlight or White Light	10 FT	Freestanding	45 10 FT	
(m) Hotel, Motel and Conference Center		2 / Façade: provided that each building shall have no more than 4 signs total	1 SF / 100 SF of Building Façade / Sign						Yes		Building Mounted	Roofline	Sign must be located at top floor of building. Otherwise max. area of sign is 20 SF.
(y) Hotel, Motel and Conference Center (1-3 Stories)	90 SF	1 / façade, no more than 3 signs	40 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(x) Hotel, Motel and Conference Center (4-5 Stories)	90 SF	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(z) Hotel, Motel and Conference Center (6+ Stories)	90 SF	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Sign must be located at top floor of building, otherwise max. area of sign is 20 SF.
(naa) Movie Theaters - Theater Name Entrance Sign		2	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Yes Backlight or White Light	10 FT	Freestanding	15 FT	
Theater Name Building Sign		1	60 SF								Building Mounted	Roofline	
Movie Title Building Sign		1	20 SF										
(obb) Restaurant - (freestanding Building with up to 4000 SF floor area)	60 SF	3	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Yes Backlight	10 FT	Freestanding	15 FT	Drive-through menu does not count toward sign area.
											Building Mounted	Roofline	
(pee) Restaurant - (Freestanding Building with over 4000 SF floor area)	120 SF	3	20 SF freestanding 60 SF bldg mounted	1.5	30 SF	1.5	45 SF	8 FT	Yes Backlight	10 FT	Freestanding	15 FT	Drive-through menu does not count toward sign area.
											Building Mounted	Roofline	
(dd) Restaurant - (In-Line Structure)	2 SF/ linear foot of building frontage	1/facade, no more than 3 signs	60 SF						Backlight		Building Mounted	Roofline	Drive-through menu does not count toward sign area.
(gee) Restaurant/Car Wash Drive-Through Menu	30 SF	2	20 SF	1.5	30 SF				Backlight		Freestanding Building Mounted	5 FT	Must Shall be screened from all roads.
(rf) Business in A-3, A-10, AR, JLMA, TR, and CR Districts	10 SF	2 / lot	10 SF						None	5 FT	Freestanding Building Mounted	8 FT	
(sgg) Business in R-C District	40 SF	2	20 SF						Yes None	5 FT	Freestanding Building Mounted	8 FT	
(thh) Business in R Districts	4 SF for lots ≤ 10 acres; 8 SF for lots > 10 acres	1 for lots ≤ 10 acres; 2 for lots > 10 acres	4 SF						None	5 FT	Freestanding	8 FT	

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
											Building Mounted		
(ii) Business Signs (Signs of a character which have not been listed or described heretofore provided they advertise only goods or services offered on the premises.	60 SF	3 (freestanding building) + freestanding sign/vehicular entrance, no more than 3 for center and 1 building mounted sign/ façade no more than 3 for business (in-line structure)	20 SF	1.5	30 SF	1.5	45 SF	8 FT	Backlight or White Light	10 FT	Freestanding Building Mounted	15 FT Roofline	
(u) Window or Display Sign (Business) in conjunction with Table 5-1204(D)(4)(a), (b), (c), and (p) sign categories		4 / Tenant							None				The maximum square footage of window or display signs (business) shall not exceed 25% of the total square footage of window area, or 10 SF, whichever is less.
(v) Sidewalk Sign in conjunction with Table 5-1204(D)(4)(a), (b), (c), and (p) sign categories		1 / Tenant	6 SF						None			3 SF	Sidewalk signs shall be ≤ 5 feet from the front door of the business to which the sign pertains. A minimum 4-foot width of unobstructed space for passers-by shall be maintained on the sidewalk in front of the business.
(4) INDUSTRIAL SIGNS													
(a) PD-IP and PD-GI Development Entrance Signs		2/Vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One side only; signs shall contain no advertising.
(b) Flex Industrial/ Light Industrial/Warehouse Entrance Signs		1/Vehicular entrance	20 SF			1.5	30 SF	8 FT	Backlight or White Light	10 FT	Freestanding	15 FT	
(c) Flex Industrial/ Light Industrial/Warehouse Tenant Signs	20 SF	1/Tenant	20 SF						Backlight		Building Mounted	Roofline	
(5) TEMPORARY SIGNS													
(For Temporary Real Estate Signs, See Number 6 Below)													

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(a) Temporary Signs – On-site	4 SF	1	4 SF						None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
(b) Temporary Signs – Off-Site		Reasonable number as determined by the Zoning Administrator.	4 SF						None	5 FT	Freestanding Balloons Banners Pennants Inflated Devices	4 FT	Permit limited to one (1) month from date of issuance, for no more than 3 consecutive months.
(c) Temporary Construction Signs	20 SF Commercial	1 / contractor per job site	20 SF						None	10 FT	Ground Mounted	8 FT	Residential signs only in A-3, A-10, A-25, AR, and CR Districts. Contractor to remove sign upon completion of construction.
	10 SF Residential	1 / contractor per job site	10 SF										
(6) REAL ESTATE SIGNS													
(a) Real Estate - Residential For Sale Sign	6 SF (lots ≤ up to 10 acres)	1	6 SF						None	5 FT	Freestanding	6 FT	
	12 SF (lots ≥ more than 10 acres)	2	6 SF										
(b) Real Estate - Residential Subdivision		1 / vehicular entrance to subdivision from state right-of- way	20 SF						None	5 FT	Freestanding	6 FT	Total Aggregate Sign Area of all real estate signs within the subdivision which front on a public highway road shall be no more than four (4) square feet per lot fronting on the highway road.
(c) Real Estate - Commercial For Sale Sign		1 (upon any lot of less than ≤ 10 acres); 2 (upon any lot ≥ in excess of ten (10) acres).	20 SF						None	5 FT	Freestanding	6 FT	

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(d) Real Estate – Temporary Open House - Off-Site		4 /property	4 SF						None	5 FT	Freestanding	4 FT	Conditions apply (see note 4).
(e) Non-PD District Project Directional Signs - Off-Site		10 /total combined for all builders per project	2 SF						None	5 FT	Freestanding	4 FT	Conditions apply- (see note 5).
(7) MISCELLANEOUS SIGNS													
(a) Government <u>Signs</u> / Official Notices													Not regulated.
(b) Historical Markers													Not regulated.
(c) Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and Other Similar Signs.													Not regulated.
(d) <u>No</u> Hunting, <u>No</u> Fishing, or <u>No</u> Trespassing Signs			2 SF						None	None	Freestanding Building Mounted As Permitted in Section 5- 1202(A)(3)	5 FT	
(e) Informational Signs		1 / use identifying locations such as restrooms, loading areas, etc.	2 SF						Backlight or White Light	5 FT	Freestanding Building Mounted	5 FT	Signs shall contain no advertising, <u>but may include the names and/or logos associated with the business or development.</u>
(f) PD-SA, PD-TC, PD-TT , PD-UC , PD-TRC, PD-TREC, PD-MUB, PD-RV, and PD-CV <u>Residential</u> Development Entrance Signs		2 / vehicular entrance	60 SF			2	120 SF	5 FT	Backlight or White Light	10 FT	Ground Mounted	5 FT	One-sided only. <u>Signs</u> shall contain no advertising.
(g) <u>Mixed-Use Buildings - Residential Entry Signs</u>		1 / <u>Residential Building Entrance</u>	20 SF						<u>Yes</u>		<u>Building Mounted</u>	<u>Roofline</u>	

Table 5-1204(D)
Sign Requirements Matrix

LAND-USE/ SIGN CATEGORY (or similar) (See Note 6)	Total Aggregate Sign Area	Max. Number of Signs	Max. Area of Any One Sign	Ground Mounted Sign		Ground Mounted Background Structure			Illumination Permitted	Min. Setback From R.O.W. (See Note 2)	Type Permitted	Max. Height (See Note 3)	Additional Requirements
				Bonus Multiplier	Max. Area of Any One Sign	Bonus Multiplier (See Note 1)	Max. Area of Background Structure	Max. Height of Background Structure					
(h) Banner Signs in PD-CC, PD-SA, PD-TC, PD-TREC, PD-TRC, and PD-MUB		1 / Lamp Post	8 SF						None		Banner		Ornamental/Seasonal banners on lamp posts shall not be placed greater than 15 feet above grade. Such banners shall not contain specific tenant names/user names, or advertising, but may include the development name and/or logo.
(ig) Private Recreation Parks	10 SF	2	6 SF						None	5 FT	Freestanding	6 FT	
(ih) Directional Signs, On- Site			4 SF						Backlight or White Light	5 FT	Freestanding	3 FT	Signs shall be located only where there is a change in direction and shall contain no advertising, but may include the names and/or logos associated with the business or development.
(k) Directional Signs, Off-Site		2 / use and 2 / lot	6 SF						None	5 FT	Freestanding	3 FT	Signs limited to religious assembly uses located in leased facilities in Loudoun County without permanent signage. Signs shall denote only the distance to or direction of such use, and may be posted for a period not to exceed 24 hours before and 24 hours after an assembly use.
(l) Window or Display Signs (Non-Business)	3 SF		1 SF						None				
(m) De Minimis Signs	2 SF		1 SF						Yes				Examples of De Minimis signs may include signs stating hours of operation, open/close, accepted forms of payment, business/professional affiliations, etc.

GENERAL NOTES

1. Whenever a bonus multiplier is used for ground mounted signs, a landscaped base with a minimum depth of ~~36 inches~~ 3 feet on all sides, must be maintained (see Figure 1).
2. All signs must be set back the minimum distance from the road right-of-way, as specified, unless a greater setback is required by the Code of Virginia.
3. The maximum height column does not apply when ground mounted bonuses are obtained. Use the maximum height column for Ground Mounted Background Structure. For the purpose of locating building mounted signs, no part of the sign shall extend above or beyond the perimeter of the wall to which it is attached.
4. The following conditions shall apply for permitted "Real Estate-Temporary Open House - Off Site" signs.
 - a. Signs shall be located only at controlled intersections where there is a change in direction.
 - b. Signs shall be placed on private property only.
 - c. Signs shall be in place only during hours the house is open plus one hour before and two hours after the event.
 - d. Signs may be used for two (2) days on the weekends and three (3) days in the case of a holiday falling on a Monday, as well as one-half (1/2) day during the week.
 - e. The owner for the house or his/her designated agent must be present for the duration of the open house hours.
 - f. Signs shall include a company name with direction arrow.
 - g. Signs shall consist of a metal frame with composition sign of a semi-permanent type.
 - h. Homeowners or their designated agent may not use "Non-PD District Project Directional Signs - Off-Site".
5. The following conditions shall apply for permitted Non-PD District Project Directional Signs - Off-Site.
 - a. The location of signs must be approved by the County at the time of the sign permit application.
 - b. Signs shall be located only at controlled intersections where there is a change in direction.
 - c. Signs shall be placed on private property only.
 - d. Signs shall not be permitted on any arterial road, nor on any road listed in Section 5-900 of this Ordinance.
 - e. The signs may be installed after sundown Friday night and must be removed by sundown on Sunday. If Monday is a legal holiday, the signs may remain until sundown Monday.
 - f. The signs must be made of a permanent material, signs made of paper or cardboard are hereby specifically prohibited.
 - g. Builders may not use "Non-PD District Project Directional Signs - Off-Site" in combination with "Real Estate-Temporary Open House - Off-Site" signs.
6. In selecting the most appropriate ~~land use~~ sign category, the more specific listing shall ~~would~~ take precedence.
7. ~~Directional signs shall not be included in any other permitted square footage total.~~

Figure 1
Ground Mounted Signs

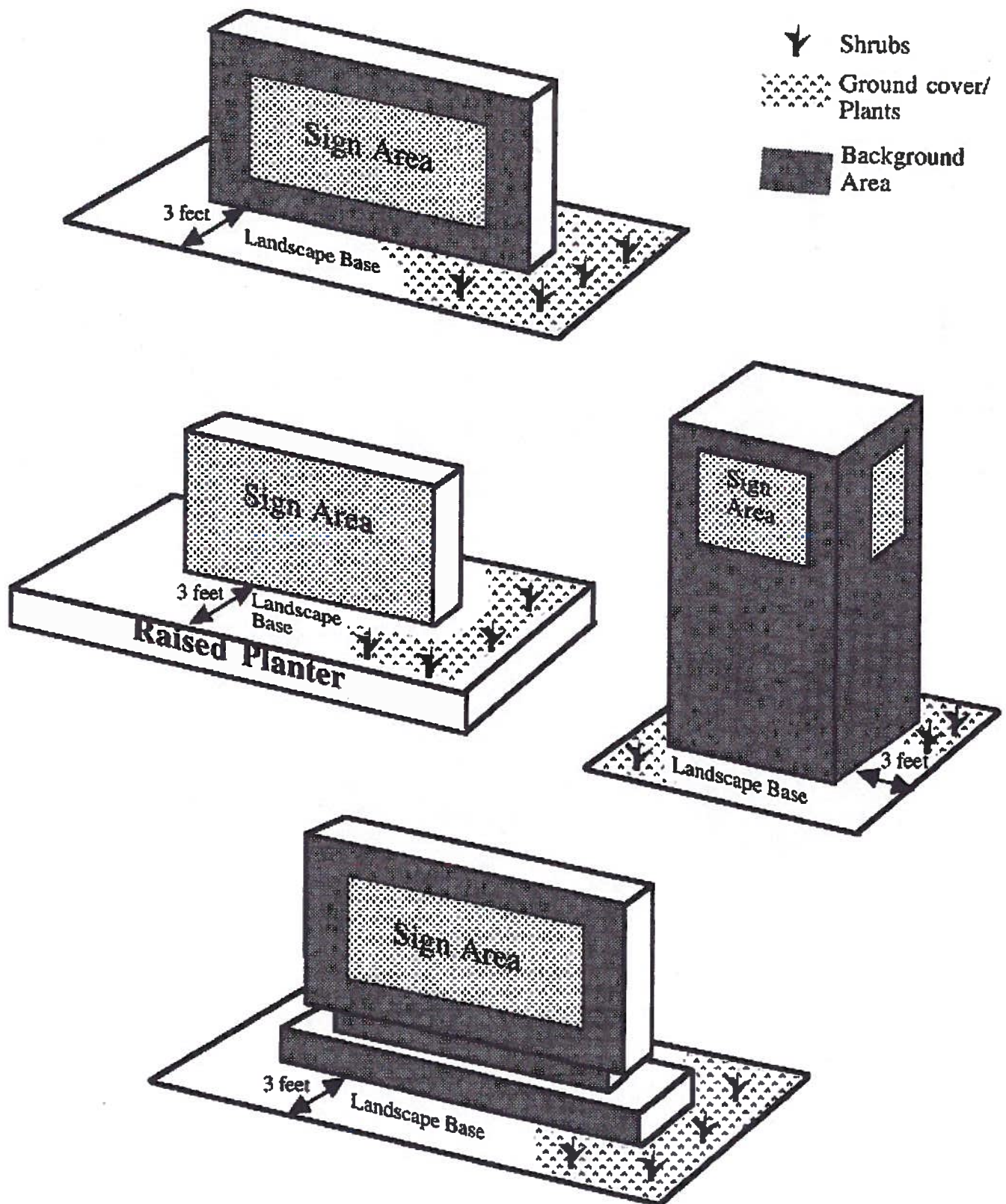


Figure 2
Pole Mounted Signs

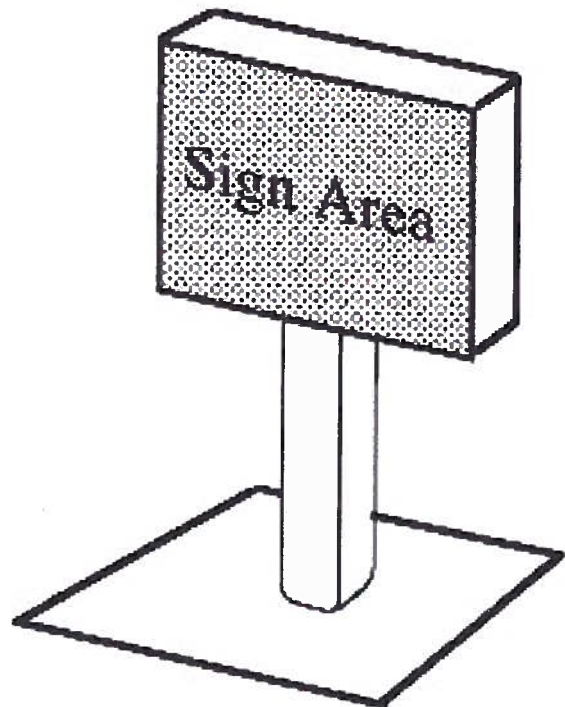
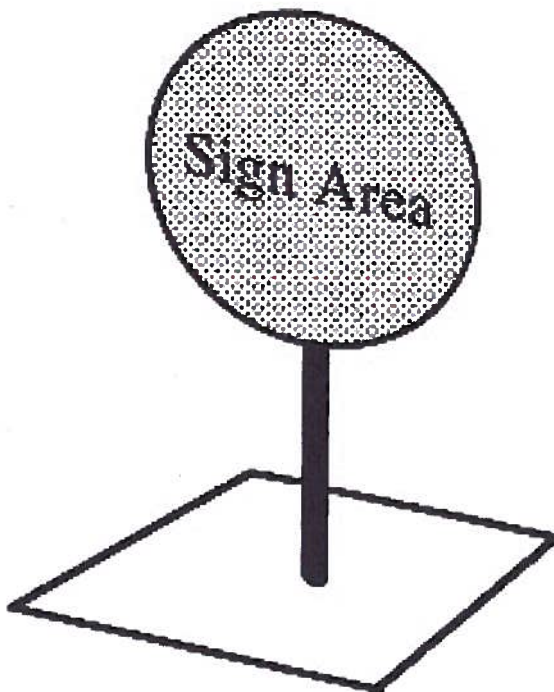
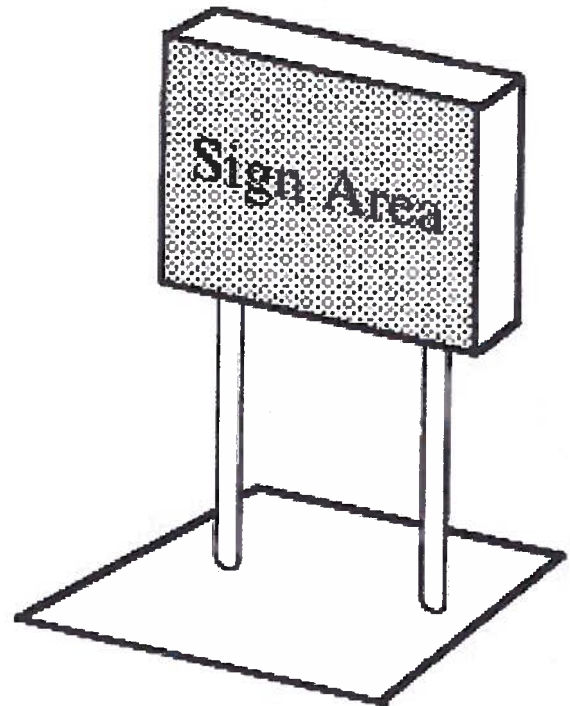
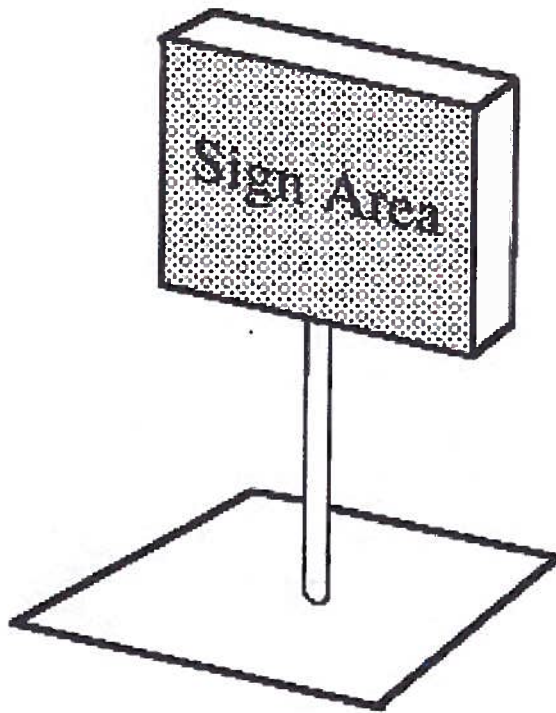


Figure 3

Pole Mounted Sign

Max. Sign Area: 20 Sq. ft. (eg. 4' x 5')

Max. Height Permitted: 15 ft.



Note: See Article 8 for
Definition
of Sign Height

4 ft.

Ground Mounted Sign

Max. Sign Area: 30 Sq. ft.

(eg. 4' x 7.5')

Max. Background Area: 45 Sq. ft.

(eg. 9' x 5')

Max. Height Permitted: 8 ft.



Figure 4
MEASURING SIGN AREA



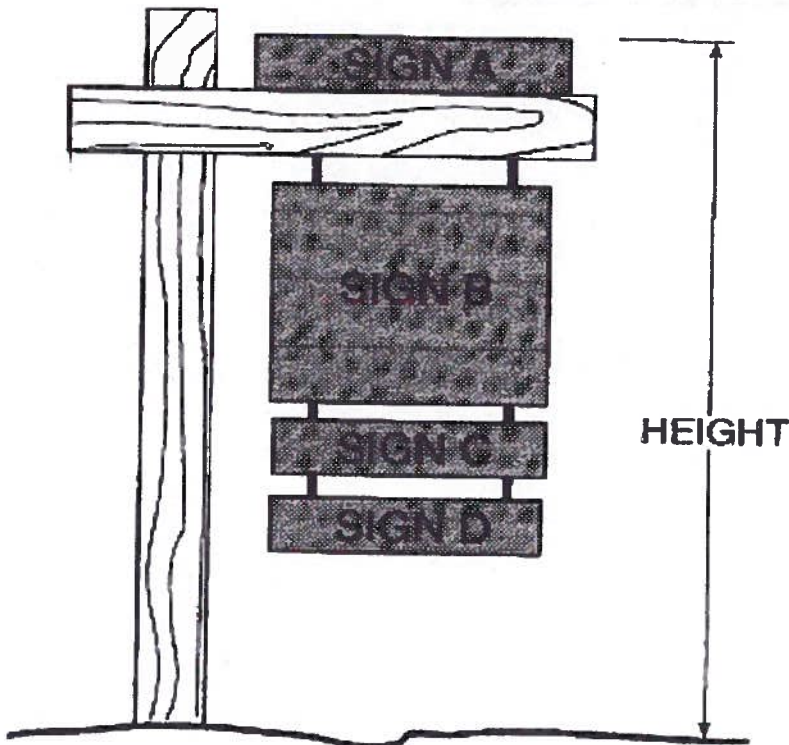
SIGN OF INDIVIDUAL LETTERS

$AREA = A \times B$



IRREGULAR SHAPED SIGN

AREA DETERMINED BY "THE RULE OF 8,"
MEANING THE AREA OF THE SIGN IS DETERMINED
BY THE AREA OF THE SHAPE CREATED BY OUTLINING
THE SIGN WITH A MAXIMUM OF *8 CONNECTING LINES.
 $AREA =$ AREA OF TWO RECTANGLES FORMED BY 8
CONNECTING LINES



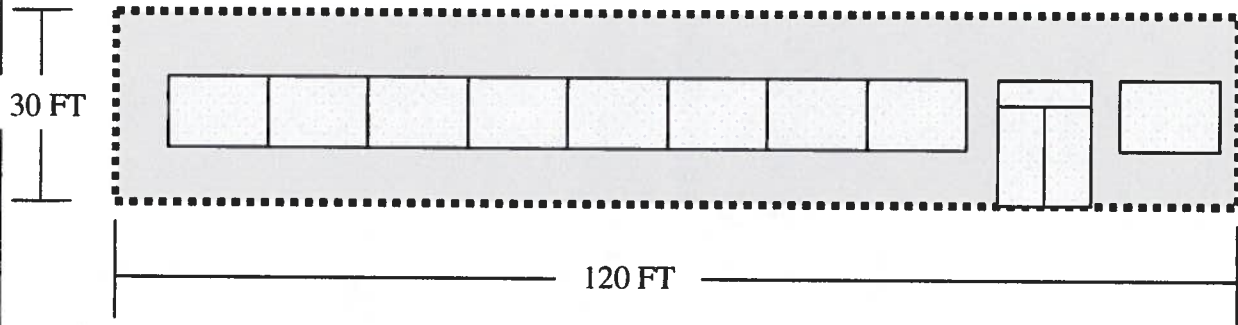
**REAL ESTATE
FOR SALE SIGN**

$AREA =$ AREA OF SIGN A +
AREA OF SIGN B +
AREA OF SIGN C +
AREA OF SIGN D

Figure 5

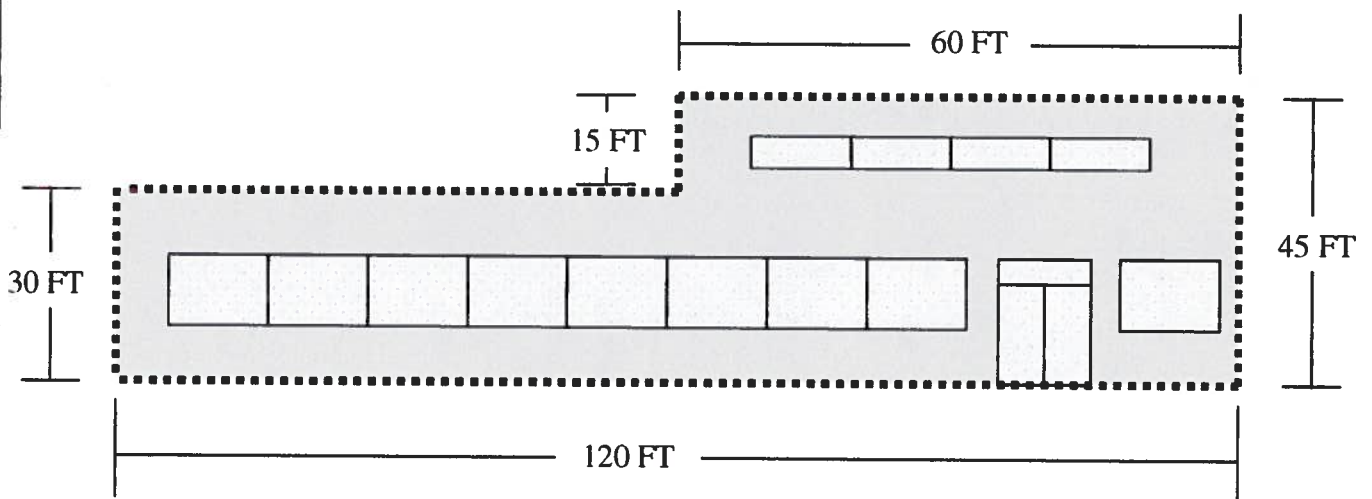
Sign, Building Façade for Determining Size of

Building 1



Building Façade is equal to the entire area of an exterior wall of a building within a continuous perimeter (depicted with a dashed line). The Building Façade area for Building 1 is 3600 SF.

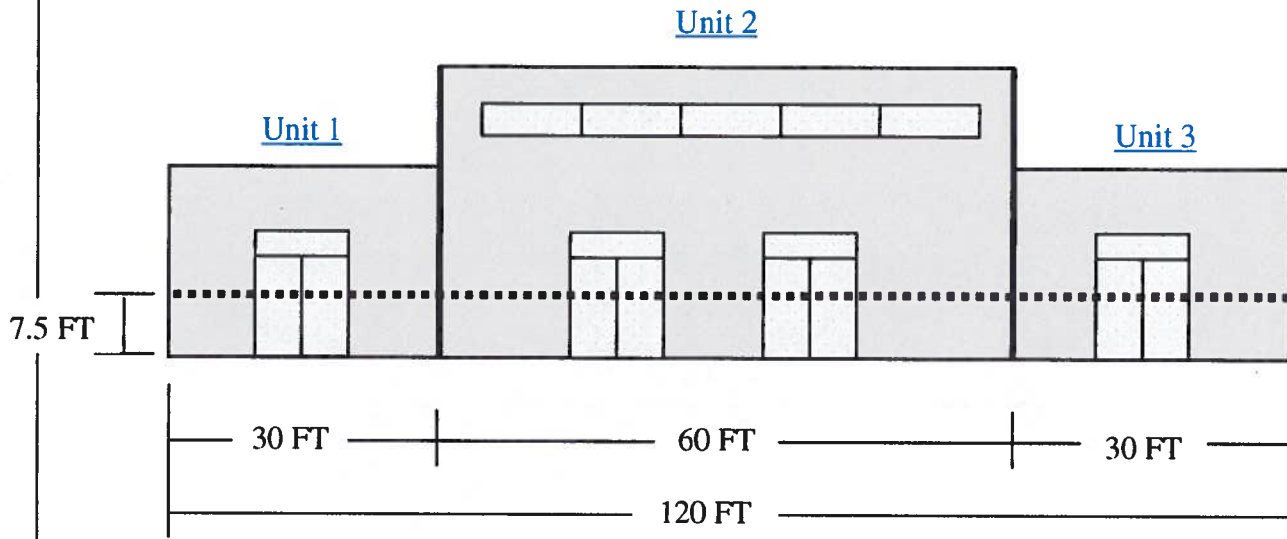
Building 2



Building Façade is equal to the entire area of an exterior wall of a building within a continuous perimeter (depicted with a dashed line). The Building Façade area for Building 2 is 4500 SF.

Figure 6

Sign, Linear Foot (LF) for Determining Size of



Linear Foot (LF) is equal to the length of a wall of a building which physically encloses usable interior space. Said frontage shall be measured at a height not greater than ten feet above grade. In this example, the Linear Foot (LF) of Units 1 and 3 is 30 feet, the Linear Foot (LF) of Unit 2 is 60 feet, and all lengths have been measured at 7.5 feet above grade (depicted with a dashed line).

Section 6-1300

Special Exception.

6-1301

Purpose. The special exception procedure is designed to provide the Board of Supervisors with an opportunity for discretionary review of requests to establish or construct uses or structures which have the potential for a deleterious impact upon the health, safety, and welfare of the public; and, in the event such uses or structures are approved, the authority to impose conditions that are designed to avoid, minimize or mitigate potentially adverse effects upon the community or other properties in the vicinity of the proposed use or structure. Any special exception or minor special exception approval granted by the Board of Supervisors shall be implemented in strict accordance with the conditions of approval of the special exception.

6-1302

Authorized Special Exception Uses. Only those special exceptions or minor special exceptions that are expressly authorized as such in a particular zoning district, or elsewhere in this Ordinance may be approved. Further, no existing use shall hereafter be changed to another use that is designated as a special exception use in such district, and no approved special exception use shall be enlarged or expanded unless approval of a new special exception has been granted by the Board of Supervisors.

6-1303

Authorized Temporary Special Events. An applicant for a special exception use or minor special exception use may include in the application a request for authorization of temporary special events that the applicant expects to regularly occur during the life of the special exception use. The applicant shall be specific about the expected types of special events, the expected number of events per calendar year, the expected duration of such special events, and the expected number of attendees per event. In addition, the applicant shall include all pertinent information necessary to show compliance with the standards and criteria set forth in Section 5-500(C) (Temporary Special Events) of this Ordinance. Review of the requested temporary special events shall occur concurrently with the review of the special exception or minor special exception use according to the procedures set forth in this Section 6-1300. All requested temporary special events that are submitted as part of a special exception or minor special exception use application shall be reviewed for compliance with the standards and criteria set forth in both this Section 6-1300 and Section 5-500(C). Temporary special events approved as part of a special exception use or minor special exception application are exempt from the procedural requirements for a temporary zoning permit stated in Section 5-500(C), but shall be subject to all other applicable standards in Section 5-500(C) including without limitation the minimum standards and criteria in Section 5-500(C)(6), limits on the duration of special events,

and the maximum number of special events allowed in one calendar year.

6-1304

Review of Application. The Board of Supervisors may permit a special exception or minor special exception as part of a zoning map amendment, or by special exception procedures at any time after a zoning map amendment. An application for a special exception shall be filed, contain such material as may be required, and be processed pursuant to the following:

- (A) **Pre-Application Conference.** Prior to filing an application, an applicant shall meet with the Director of Planning and discuss his intentions with regard to a given application and questions regarding the procedures or substantive requirements of this Ordinance. In connection with all such conferences, the Zoning Administrator shall be consulted as appropriate. A request for a pre-application conference shall be made in writing to the Director of Planning and shall be accompanied by a sketch map(s) of the site, a description of the existing environmental, topographical and structural features on the site, the proposed project or use, graphics that illustrate the scale, location and design of any buildings or structures to the extent known, and a list of the issues to be discussed at the conference. No matters discussed at said meeting shall be binding on either the applicant or the County. The Director of Planning shall respond to each written request for a pre-application conference within fifteen (15) calendar days. If a pre-application conference is not scheduled within thirty (30) calendar days of a request for such conference, then the applicant may request a waiver of the conference. The Planning Director may waive the pre-application conference requirement in cases where the Director finds that such waiver is not detrimental to the applicant or the County.
- (B) **Review of Application for Completeness.** No application shall be accepted and reviewed unless determined by the Director of Planning to be complete. A complete application is one which meets such minimum submission requirements as may be established pursuant to Section 6-403, and Section 6-1310, and Section 5-1202(E), as applicable. For minor special exceptions, the Planning Director shall review the application within fifteen (15) calendar days of filing to determine if it includes the minimum submission requirements. For special exceptions, within thirty (30) calendar days of filing, each application shall be reviewed to determine if it includes the minimum submission requirements. The County shall maintain a current log of all pending applications.

thoroughfare system and the safe and efficient circulation of vehicles and pedestrians within the Planned Development district.

- (E) **Perimeter Treatment.** For residential and nonresidential developments, the approved design and arrangement of the perimeter areas provided to mitigate the impact of the project upon adjoining properties, to achieve an appropriate transition between land uses and densities, and to protect adjoining properties from any adverse effects of the proposed project.
- (F) **Modification.** For residential and nonresidential developments, any approved modifications to any provisions of this Ordinance, the Land Subdivision and Development Ordinance, or any other applicable County ordinance which would otherwise be applicable to the development and which are to be modified. The statement regarding modifications shall set forth clearly the text of the approved modification and the justification therefore.

6-1509 Optional Joint Approvals. At the applicant's option, an application for site plan and/or preliminary subdivision plat approval may be submitted in conjunction with an application for a rezoning to a Planned Development district. In such case, the applications shall be reviewed together pursuant to their respective standards, the time limits for rezoning shall apply to the joint application, and no approval of a site plan or preliminary subdivision plat shall be effective unless and until the application for rezoning to planned development has been approved by the Board of Supervisors. The application for site plan and/or subdivision approval may be for the entire planned development site or for a phase thereof which is consistent with the phasing plan ultimately adopted by the Board.

6-1510 Building and Other Permits. After approval of a Concept Development Plan and other required approvals, and upon application by the applicant, appropriate County officials may issue land development, building, zoning and other permits for development, construction and other work in the area encompassed by the Approved Concept Development Plan. No such permit shall be issued unless the County is satisfied that the requirements of all applicable codes or ordinances of the County have been satisfied.

6-1511 Approved Changes to Concept Development Plan After Approval.

- (A) **Minor Change.** Any proposed change or changes to an approved Concept Development Plan which meets the

following criteria shall be considered a minor change and may be permitted if approved by the Zoning Administrator.

- (1) Decreases by five percent (5%) or less the area approved for public and private open space.
- (2) Relocates or modifies approved circulation elements as a result of more detailed engineering or changes requested by staff or VDOT, unless the change would decrease the ability of such elements to function efficiently, adversely affect their relation to surrounding lands and circulation elements, or would reduce their effectiveness as buffers or amenities.
- (3) Delays by less than one (1) year the construction of any phase of an approved phasing plan.

(B) **Special Exception Change.** The following change or changes to an approved development plan may be made by special exception approved by the Board of Supervisors.

- (1) Increases by five percent (5%) or less of the total number of units to be devoted to any specified residential or nonresidential use.
- (2) Increases by five percent (5%) or less of the total floor area to be devoted to any specified nonresidential use.
- (3) The arrangement of specified land uses, structures, or land bays within the planned development.
- (4) Modification to the regulations applicable to the Concept Development Plan in accordance with Section 6-1504.

~~(5) Modification to the sign regulations with the submittal of a Comprehensive Sign Package in accordance with Section 5-1202(E).~~

(C) **Major Change.** Other than the minor adjustments authorized by Section 6-1511(A) or Section 6-1511(B) above, if an approved Development Plan is amended, varied or altered, such change shall be reviewed pursuant to the procedures established by this Section for its original approval.

The minimum submission requirements for changes to an approved concept development plan shall be the same for either a new or an amended plan. Changes being made may be shown

Sewer System, Central: The sewage treatment system for Eastern Loudoun County owned and operated by the LCSA that is served by the Blue Plains and/or Broad Run treatment plants, and/or capacity supplied by the Upper Occoquan Sanitary Authority.

Sewer System, Communal or Communal Wastewater System: A sewage treatment system for the collection, treatment and/or disposal of sewage operated and or owned by LCSA, or operated by a public sewer (wastewater) utility as defined by Chapter 10.1 or 10.2 of Title 56 of the Code of Virginia that is designed to serve small scale development, including clusters, where permitted by this Ordinance. Such system may serve only one lot, where a communal system is required by this Ordinance for a specific use.

Sewer System, Municipal: A sewage treatment system that is owned or operated by one or the incorporated towns within Loudoun County.

Sewage Disposal System, Individual: A complete system for the collection, treatment and/or disposal of sewage, located on the lot served.

Shopping Center: Any group of two (2) or more commercial uses of a predominately retail nature which:

- a. Are designed as a single commercial group, whether or not located on the same lot,
- b. Are under common ownership or management,
- c. Are connected by party walls, partitions, canopies, or other structural members to form one continuous structure or, if located in separate buildings, are interconnected by walkways and accessways designed to facilitate customer interchange between the uses,
- d. Share a common parking area, and
- e. Otherwise present the appearance of one (1) continuous commercial area.

Shoreline: The top of the streambank, which is defined in engineering terms as the water surface elevation of the two (2) year storm event.

Shrub: An evergreen multi-trunked, woody plant that usually attains a mature height of no more than ten (10) feet.

Sign: Any ~~device for visual display that comprises letters, words, numerals, figures, logos, trademarks, symbols, emblems, devices, or illustrations, or any combination thereof, communication which is used for the purpose of bringing the subject thereof to the attention of the public to identifies a property, business, product, service, person, or entertainment,~~ but not including when standing alone, a flag, emblem, badge, or insignia of any governmental unit.

Sign, Area of: The area within a continuous perimeter enclosing the limits of a sign, as defined herein and illustrated in Figure 4, Section 5-1200, and ~~shall be determined from its outside measurements,~~

including any frame or other material or color forming an integral part of the display or used to differentiate the sign from the background against which it is placed, wall work incidental to its decoration, but excluding the area of the structural sign supports or uprights on which the sign is placed, unless such supports are used to attract attention. In the case of a ground mounted sign utilizing the bonus multiplier for the background structure, the permitted increase in area of the background structure is not counted as the area of the sign. In the case of a sign where lettering appears back to back, that is, on opposite sides of a sign, only one display face shall be counted in the area of the sign. the area of the sign will be considered that of only one side. In the case of a sign made up of individual letters, figures, words, or designs, the spaces between the same shall be included.

Sign, Awning and Canopy: A sign that is mounted, painted, affixed, or otherwise attached to an awning or canopy.

Sign, Background Structure: The surface on which a sign is mounted, painted, affixed, or otherwise attached. as determined by computing the entire area within a single geometric form that encloses the background, including the area of the sign.

Sign, Backlight: An illuminated sign, where the source of illumination is located on the back of the sign or on the interior of an enclosed sign.

Sign, Banner: Cloth, paper, vinyl, bunting or the like, intended to be hung either with or without frames. Governmental flags or symbolic flags shall not be considered banners for the purpose of this Ordinance.

Sign, Bonus Multiplier: An increase in the area of the sign by a multiplier for ground mounted signs, but in no case shall the total aggregate area of signs exceed the maximum allowed for the specific use.

Sign, Building Façade for Determining Size of: The entire area of an exterior wall of a building within a continuous perimeter. See Figure 5.

Sign, Building Frontage for Determining Size of: The length of a wall of a building which physically encloses usable interior space and which is the architecturally designed wall that contains the main entrance for use by the general public. Said frontage shall be measured at a height not greater than ten feet above grade.

Sign, Building Mounted: A sign that is mounted, painted, affixed, or otherwise attached fastened to or painted on the wall of a building or structure, in such a manner that the wall becomes the supporting structure for, or forms the background surface of the sign.

Sign, Business: A sign which identifies directs attention to a business or profession conducted, or to a commodity or service sold, offered or manufactured, or to an entertainment offered on the premises where the sign is located.

Sign, Danger, Aviation, Railroad, Bridge, Ferry Transportation, Red Cross, and other such sign: Sign as set forth in Section 33.1-355 (5), (6), (7), (8), (15), and (17) of the Code of Virginia 1950, as amended.

Sign, De Minimis: Any sign with an area no greater than one (1) square foot.

Sign Development Plan: A graphic representation showing a detailed plan of all signage proposed for a particular structure, lot, or development.

Sign, Directional, Off-Site: Any sign providing directions to a specific use, which sign is not located on-site of the same parcel or on-site within the same development as the use to which such sign provides directions.

Sign, Directional, On-Site: Any Ssigns providing directions to a specific use, which sign is located on-site of the same parcel or on-site within the same development as the use to which such sign provides directions types of uses on a site. Such signs shall contain no advertising.

Sign, Directory: A sign on which the names and locations of occupants or the uses of a building or group of buildings is given.

Sign, Electronic Message: A sign on which the visual display is composed of a series of lights, panels, or other mechanisms that may be static, changing, or otherwise give the appearance of change of the display through electronic means.

Sign, Farm: Sign erected or maintained on any farm by the owner or tenant of such farm and relating solely to farm or horticultural produce, livestock, silviculture, or services sold, produced, manufactured or furnished on such farm.

Sign, Freestanding: Any ~~nonmoveable~~ sign not affixed to a building such as, but not limited to, pole mounted, monument, pylon, sidewalk, and ground mounted signs.

Sign, Government/Official Notices: Sign erected and maintained by or under the direction of the Virginia Department of Transportation, other governmental authorities, or court officer in accordance with the law.

Sign, Ground Mounted: See Figure 1, Section 5-1200.

Sign Height: The height of a sign shall be computed as the difference linear measurement from the base of the sign at normal grade to the top of the highest attached component of the sign. If the land is uneven at the base of the sign, the elevation at the halfway point (middle) of the sign at the base shall be used. Normal grade shall be construed to be the lower of (1) existing grade prior to construction, or (2) the newly established grade after construction, exclusive of any filling, berming, mounding or excavating for the purpose of locating the sign.

Sign, Historical Markers: Any Ssign or marker erected to identify a site, location, or landscape related to a person, structure, or event documented as historically significant at the local, state, or national level or approved by duly authorized public authorities.

Sign, Home Occupational: Any Ssign upon property displaying the name and/or address of the occupant(s) of the premises and the nature of the home occupation(s).

Sign, Illuminated: Any sign, or any part of a sign, which is illuminated, externally or internally, from an artificial light source located for the specific purpose of such illumination.

Sign, Informational: Signs to identify such locations as restrooms, loading areas, parking areas, no parking areas, entrances, exits, and the like.

Sign, Linear Foot (LF) for Determining Size of: The horizontal length of a wall of a building which physically encloses usable interior space. Said horizontal length shall be measured at a height not greater than ten feet above grade. See Figure 6.

Sign, Non-PD District Project Directional: Signs giving direction to new homes for sale or lease for non Planned Development District projects, subject to the boundaries of a rezoning plat approved by the Board of Supervisors, which do not contain the names of specific builders.

Sign, Outlined with Neon: Any sign which uses neon, argon, or similar gas to illuminate transparent or translucent tubing or other material to emit light outlining all or a part of such sign.

Sign, PD-H Community Directional: Signs located within the boundaries of an approved PD-H district, providing direction to subdivisions, sections, or civic features within the PD-H district.

Sign, Pole Mounted: See Figure 2, Section 5-1200.

Sign, Project Identification: A sign that identifies the name of the development only, including any corporate typeface or logo.

Sign, Public/Quasi-public: Sign identifying or locating a town, community center, public building or historical place situated in Loudoun County, Virginia, and also a sign for a use owned or operated by a non profit, religious, or charitable institution and providing educational, cultural, recreational, religious, or similar types of programs.

Sign, Real Estate: Sign pertaining only to the offering for sale or lease of the land or structures on the land upon which the sign is placed.

Sign, Residential Name: Sign upon property displaying the name and/or address of the owner, lessee, or occupant of the premises.

Sign, Sidewalk: A movable sign not secured or attached to the ground or surface upon which it is located. Such sign may be freestanding, placed on an easel, or constructed in a manner to form an "A" shape.

Sign, Temporary: A sign advertising a candidacy for public office or an event of public interest, such as, but not limited to, a public or general election, church or public meeting, fair, horse show, turkey shoot, entertainment for charitable purposes, horticulture/agriculture/silviculture activities and other similar social activities of temporary duration or non-recurring nature, excluding commercial retail and real estate, unless otherwise permitted in this Ordinance.

Sign, Temporary Construction: Sign erected and maintained on the site during the period of construction to announce only the nature of the structure and/or the name or names of the owner, contractor, architect, landscape architect, ~~or~~ engineer, and/or financing entity.

Sign, Wayside Stand: Sign erected or maintained by any farm owner or tenant of such farm and relating solely to farm or horticultural produce or merchandise sold from said stand located on farm including Christmas trees, vineyards and wineries.

Sign, Window or Display (Business): A sign within a window of a business relating to the business conducted within.

Sign, Store Window or Display (Non-Business): A sign within a window of a business store windows not relating to the business conducted within; ~~or~~but to amusements or civic, religious, cultural, educational or charitable activities.

Silviculture: The planting, growing, cultivating, cutting, and harvesting of trees growing on a site, and the loading, unloading and sorting of trees on a site where they were grown, for wood or wood-based products. See Forestry.

Silviculture: The art and science of controlling the establishment, growth, composition, health and quality of forests and woodlands, typically dependent on Best Management Practices. In Loudoun County it is a component of healthy forest management that is limited to tree and shrub planting; limited tree clearing for firewood, and clearing of dead and diseased trees and invasive species; and tree pruning and trimming. Silviculture does not include commercial planting or clear cutting of a forest.

Sinkhole: A vertical opening or closed depression in the land surface and formed by solution of carbonate bedrock and downward movement of soil into bedrock voids or by collapse of underlying caves.

Sinking Stream: Any stream draining 640 acres or less that disappears underground into a Swallet, Sinkhole, Closed Depression or Cave Opening.

Site Plan: A required submission, prepared and approved in accordance with the provisions of Section 6-700, which is a detailed engineering drawing of the proposed improvements included and required in the development of a given lot. For the purpose of this Ordinance, a site plan is not to be construed as a concept development plan, as required by other provisions of this Ordinance. Reference Chapter 1244 Site Plan Procedures of the Land Subdivision and Development Ordinance (LSDO).

Slope: The vertical elevation of land area divided by the horizontal distance, expressed as a percentage. Slope percentage shall be determined using the County base planimetric and topographic maps or if required, then other topographic maps, elevations, etc., prepared by such persons licensed to perform surveys to determine such information. See also related definitions of "Very Steep Slope Area" and "Moderately Steep Slope Area," in this Article.

Small Business: A business or service which may be conducted in a private residence that is considered temporary for the purpose of starting a new business and operates according to the restrictions and standards established by this Ordinance. For the purposes of this definition the following terms have the meaning herein ascribed to them:

- a. Structure. A structure used for a small business.

Transit-Designed Supportive Subarea: A Planned Development - Transit Related Center district subarea shall mean the total gross land area located outside the Outer Core subarea, but generally within one mile from the outer edge of the planned rail station platform, as shown on the approved Concept Development Plan. This subarea is meant to provide a transitional and complementary area between the high-density core and the surrounding development pattern. The Transit-Designed Supportive Area should provide a mix of land uses that complement and support the uses of the Inner and Outer Core subareas. This subarea is adjacent to and an extension of development in the Inner and Outer Core subareas and includes design features that complement the Inner and Outer Core subareas such as flexible lot design and pedestrian and bicycle connections. Commercial uses within the TDSA should complement retail, office, and service commercial uses in the Inner and Outer Core subareas.

Transitional Use: Permissible uses, as regulated herein, which by their level and scale of activity, serve as a transition between two (2) or more types or densities of land uses.

Transportation System Management Plan: An organized program of strategies and techniques to reduce traffic demand and congestion and thereby improve traffic flow by means other than the construction of new capital intensive transportation facilities.

Tree: A single perennial woody stem attaining a height of fifteen (15) feet or more at maturity. The particular categories of trees listed below, when used in this Ordinance shall have the following meanings:

Tree, Canopy: A deciduous tree, usually single trunked, with a definitely formed crown of foliage and which attains a mature height of at least 30 feet.

Tree, Deciduous: Trees and shrubs that shed their leaves annually, usually in Autumn.

Tree, Evergreen: A non-deciduous tree, often used for the purposes of screening, weather barrier, or accent planting.

Tree, Flowering: Trees that flower.

Tree Canopy or Tree Cover: Shall include all areas of coverage by plant material exceeding five (5) feet in height.

Tree, Understory: A deciduous or evergreen tree which attains a mature height of no greater than 30 feet. Understory trees often prefer shade and grow naturally under the canopy of larger trees.

U

Undisturbed Grade: The grade and elevation of land prior to excavation, filling, or grading.

~~**Unified Non-Residential Development:** A development of two or more different principal uses, or two or more of the same principal use type, under common ownership or management, and located on a single lot in a Zoning District other than a Planned Development zoning district. Uses in such development shall share a common parking area, and shall either be connected by party walls, partitions, canopies or other structural elements to form one continuous structure or, if located in separate buildings, shall be interconnected by walkways and access ways.~~

ZOAM 2009-0003, SIGN REGULATIONS

Summary/Expansion of Comments made by Jeff Nein
at the 10/6/10 Planning Commission Public Hearing

1. Process

Recommend that Sign Development Plans be processed as Minor Special Exceptions in order to reduce time and costs. Perhaps differentiate between "minor" and "major" Sign Development Plans (e.g., "major" plans propose increase of 50% of allowed sign area, increase of 25% of number of allowed signs, or a new sign type) and process "major" plans as a Special Exception.

Recommend that amendments to approved Sign Development Plans (and approved Comprehensive Sign Packages) be processed as Minor Special Exceptions.

2. Tenant Signage for PD-CC(NC) and PD-CC(CC) Districts

Recommend that tenant signage for the (NC) and (CC) districts retain the existing requirement for aggregate sign area of 2 sq.ft. per linear foot of building frontage. The proposed reduction to 1 sq.ft. per linear foot of building frontage is not justified and will create sign disparities among old and new tenants in existing commercial centers that do not have an approved Comprehensive Sign Package.

3. Exterior Directories for Commercial Districts

Recommend that exterior directories also be allowed in the PD-CC(NC) district – 2 per development), and in the PD-CC(CC) districts – 4 per development, and that the maximum number of such signs be increased to 6 per development for the other large commercial and mixed-use districts. Specify that such directories may be designed for both pedestrian and vehicular use.

4. Hotel Signage

Recommend that the existing separate sign categories for Hotel, Motel and Conference Center uses be retained and that the maximum size of the entrance sign be increased to 50 sq.ft. as currently proposed.

Recommend that 1 to 3 story buildings be allowed an aggregate sign area of 150 feet with any one sign to have a maximum area of 60 sq.ft.; that 4 to 5 story buildings be allowed an aggregate sign area of 200 feet with any one sign to have a maximum area of 80 sq.ft.; and that buildings of 6 or more stories buildings be allowed an aggregate sign area of 250 feet with any one sign to have a maximum area of 100 sq.ft.

Recommend a new category for a freestanding identification sign with an area of 100 square feet and a height of 40 feet to be located along arterial or major collector roads for hotels that have frontage on, but no access to, such roads.

ZOAM 2009-0003, Sign Regulations

Planning Commission Recommendations to the Board of Supervisors

1. Adopt a policy to review the Sign Regulations on a periodic basis.
2. Initiate a Zoning Ordinance Amendment to revise temporary signs and real estate signs.
3. Pass a resolution authorizing pro-active enforcement of the Sign Regulations, to include weekend enforcement.
4. Initiate a Zoning Ordinance Amendment to adopt a 10-day appeal period for short-term, recurring violations, pursuant to § 15.2-2286.A.4 of the *Code of Virginia*.
5. Require follow-up inspections of Comprehensive Sign Packages and issued permits to insure that signs are installed in conformance with the approved plan and permit.
6. Request amendment to the Virginia Maintenance Code to address maintenance of signs.
7. Direct the Department of Economic Development to assist rural and suburban small retailers in learning about promotional opportunities, other than signs.
8. Amend the Sign Permit Fee Schedule to allow Architects and Engineers to apply for the \$50¹ Annual Permit for Residential Temporary Construction Signs (open currently to Contracting Companies only).

¹ Land Development Application Fees are currently under review by the Transportation and Land Use Committee.

A45

Lohr, Amy

Attachment 5

From: Downie, Brian [Brian.Downie@bfsaulco.com]
Sent: Tuesday, November 02, 2010 4:20 PM
To: Lohr, Amy
Subject: Draft Sign Ordinance
Attachments: LoudounCountyDraftSignOrdinanceComments.102910.0001.pdf

Amy,

Furthering our recent discussion, attached please find a memo outlining Saul's list of additional suggested revisions to the draft sign ordinance.

The attached list is shorter than Saul's original list. I understand than some of the items on Saul's original list were addressed at the Planning Commission work session.

Thank you for this opportunity to present these suggestions for the County's consideration.

Brian Downie
Vice President of Development
Saul Centers, Inc.
7501 Wisconsin Avenue, 15th Floor
Bethesda, Maryland 20814
O: 301/986-6122
F: 301/986-6079

A46

MEMORANDUM

TO: Amy Lohr, Loudoun County

FROM: Brian Downie, Saul Centers, Inc. *pd*

DATE: October 29, 2010

SUBJECT: Draft Sign Ordinance Revisions – Comments as referenced at Planning Commission Public Hearing on October 6, 2010

Saul Centers, Inc. is affiliated with various entities that own and operate retail, office, hotel and mixed-use properties in Loudoun County. As discussed at the Planning Commission's public hearing, Saul has compiled a list of comments and suggested changes to the draft sign ordinance presented at that hearing (the "Draft Sign Ordinance"). Saul strongly supports County staff and the Planning Commission for their efforts and the product reflected in the Draft Sign Ordinance. At the same time, Saul appreciates the County's willingness to consider Saul's suggested revisions.

1. 5-1204(D)(3)(a), Commercial Entrance Signs in the PD, CLI, GB and MR-HI Districts, Maximum Height
 - Draft Sign Ordinance: Maximum height = 10' for commercial entrance signs, subject to any adjustments for applicable ground-mounted bonuses.
 - Recommendation: Saul recommends that hotel and motel entrance signs be allowed a maximum height of 25'.
 - Basis: These signs need to be sufficiently visible to effectively direct the traveling patron to the hotel/motel location and brand. Saul believes that, while a 10'-high ground-mounted sign might identify an entrance for a driver adjacent to that entrance, it cannot effectively identify that entrance for a traveling patron. Saul believes that hotel and motel entrance signs need to be up to 25' high for this purpose.
2. 5-1204(D)(4)(a), Tenant Signs for Businesses in CLI, GB, PR-CC(NC), PD-OP, PD-RDP, PD-CV, PD-RV and PD-AAAR, 5-1204(D)(4)(b), Tenant Signs for Businesses in PD-CC(CC), PD-CC(SC), PD-CC(RC), PD-SA, PD-TC, PD-TREC, PD-TRC and PD-MUD, 5-1204(D)(4)(c), Building ID/Tenant Signs Office Buildings, Hotels, Motels and Conference Centers and 5-1204(D)(4)(d), Ground Floor Tenants in Office Buildings.
 - Draft Sign Ordinance: It is Saul's understanding that 5-1204(D)(4)(a) and (b) are intended to govern signage for restaurants and other businesses located in a hotel or motel building. It is Saul's concern, however, that this intent may not be clearly

reflected in the draft ordinance, due to the descriptions of the sign categories covered by 5-1204(D)(4)(c) and (d).

- Recommendation: One way to confirm this intent would be to add a sentence in the Additional Requirements of 5-1204(D)(4)(c), stating that signs for restaurants and other businesses located in hotel and motel buildings are governed by 5-1204(D)(4)(a) and (b).

3. **5-1204(D)(4)(m)**, Restaurant (freestanding Building with up to 4,000 SF floor area), Maximum Area of Any One Sign.

- Draft Sign Ordinance: Sets the Maximum Area of Any One Sign at 20 SF.
- Recommendation: Saul recommends that the language in this section be revised to match the language in 5-1204(D)(4)(n); that is, set the maximum area of any one freestanding sign at 20 SF and the maximum area of any one building-mounted sign at 60 SF.
- Basis: Saul believes that the current Maximum Area of Any One Sign (20 SF) is unreasonably low. Depending upon the length, height and design of a building, a 20 SF sign would be unnecessarily small. As currently written, freestanding restaurants in this size category receive a much smaller sign sf allocation than in-line tenants of a similar size.

4. **5-1204(D)(7)(g)**, Mixed-Use Buildings, Residential Entry Signs.

- Draft Sign Ordinance: Allows one residential entry sign up to 20 sf in size at the residential entrance in a mixed-use building.
- Recommendation: Saul recommends that this Sign Category be expanded to allow one office entry sign up to 20 sf on a mixed-use building as well.
- Basis: Saul believes that the rationale for allowing a residential entry sign in mixed-use buildings applies equally to support an office entry sign on a mixed-use building.

5. **5-1204(D)(7)(i)**, Directional Signs, On-Site.

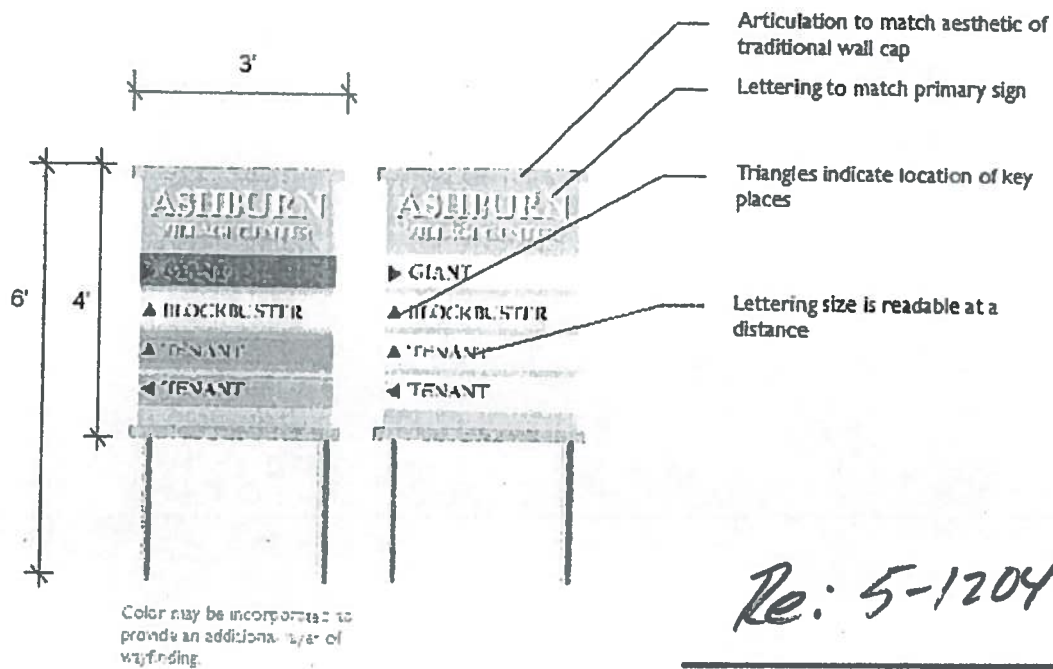
- Draft Sign Ordinance: Allows directional signs with maximum area of 4 sf and maximum height of 3'.
- Recommendation: Saul recommends that the Maximum Area of Any One Sign be increased from 4 sf to 12 sf, and that the Maximum Height be increased from 3' to 6'.
- Basis: Directional signs are intended to communicate information to drivers and pedestrians. Saul believes that a directional sign only 3' high and 4 sf in area is too small for this purpose. Saul's recommended revision would allow the directional sign shown on the attached drawing. The attached directional sign is appropriately scaled to effectively communicate useful information to the public.

6. 5-1202(E), Alternative Sign Regulations, and other sections.

- The Draft Sign Ordinance deletes all references to "Comprehensive Sign Plan". The County has approved numerous Comprehensive Sign Plans as ZMOD's under the existing ordinance. Saul requests clarification of the County's intent regarding the appropriate process for amending an existing Comprehensive Sign Plan under the Draft Sign Ordinance. Saul also asks whether any text needs to be added to the Draft Sign Ordinance to specify this amendment process.

Saul appreciates the County's consideration of these comments. Please let me know if you have any questions or need any additional information. I can be reached at 301/986-6122.

Attachment



Re: 5-1204 (D)(7)(j)

A50